

62.57

Lawn seed 9.24

Our 1954 Flower Show Broadside

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Gouldard & Olena, Inc. Skillman, (Somerset County) New Jersey

As manufacturers, we are in
that EXCLUSIVE position
where YOU can buy



INDEX

- (1) All of your various kinds of ORGANIC SPECIALTY PLANT FOODS, and "hard to get" fertilizer INGREDIENTS.
- (2) All of the necessary and very best BUG and BLIGHT controls, even for pests like Borers, Termites, Nematodes, etc., and reduced to 8 or 9 products instead of hundreds of those bottles and cans you find in a store at positively silly high prices and every one claimed to be the best for the same complaint.
- (3) The two best WEED KILLERS ever made (why confuse the simple act of killing weeds with 40 different products when just two (2) perform perfectly, depending upon the need for something that KILLS EVERYTHING, and the type that KILLS SELECTIVELY).
- (4) Properly built POTTING SOIL AND COMPOSTER to accelerate decay and add Nitrogen, Phosphorus and Potash.
- (5) HOUSEHOLD Specialties that are related to these garden products in many ways.
- (6) METAL GARDEN NECESSITIES (in tremendous demand all over the country).
- (7) EDUCATIONAL DATA and PLANTING INSTRUCTIONS.
- (8) REPELLENTS for domestic animals, Deer, Rabbits, Squirrels, Skunks, etc.
- (9) Just the finest, sure result, GRASS SEED FORMULAS AVAILABLE (and at a saving of 25%).
- (10) The novel 4' x 8' steel, white enameled, expansion, knocked-down TRELLIS—

and many more described herein, all in one shipment, intact, delivered to your door, or in other words, *all* of your gardening needs in "one bite," saving valuable days of shopping.

Any way you look at it—THAT IS A REAL ACCOMPLISHMENT FOR BOTH OF US.

These different and better annual F.S.B.'s are kept for three to five years by our customers. No publications in the whole gardening world like them, and so say all, including Instructors in Agricultural Schools.

From PENNSYLVANIA—"Your annual F.S.B. is a masterpiece which I use constantly all through the season. I am sure that my plants and bulbs like your preparations as much as I like to use them because they look happy and they certainly deliver."

From OHIO—"I think this F.S.B. the best of all I have ever seen and I am sure others think so too."

From MARYLAND—"A friend of mine loaned me your F.S.B. and I learned more from it than from any garden literature I have ever received. Won't you please send me one so that I can return this to my friend."

From ILLINOIS—"Your F.S.B. excels anything published as a garden guide."

From OKLAHOMA—"There is an excess of garden literature. For brevity and facts I'll take your F.S.B. any time."

From PHILADELPHIA—"I am very much pleased with your products. Being handicapped, physically blind, I appreciate very much whenever people pass my yard and tell me my rose bushes are more beautiful this year than they have ever been. One woman passed the yard and asked me what I was doing for the Azaleas because the foliage this year was so beautiful. I planted dogwood trees and the gentleman who did the job for me told me that he would not be responsible if the trees died, because the soil was not fertile. The trees are doing very well. Just last week he told me 'After all those trees are growing.' What the gentleman does not know is that I fertilize them with G&O."

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IMPORTANT AND GENUINE

Our F.S.B.'s always carry a GIFT OFFER. We consider it as a present to you without an extra charge. The nature of this Gift, present, or whatever interpretation is applied to it, is explained on pages 22-23 and 28.



GOULARD & OLENA, INC.
Pioneers of Custom Made Organic Plant Food
SKILLMAN, Somerset County, NEW JERSEY



Phones: Hopewell (N. J.) 215 and 194

DON'T FORGET OUR GIFTS — SEE PAGE 27

Dear Flower Show Patrons and Gardeners Everywhere

Hasn't it often struck you, as it certainly has us, that each year with the issuance of a new catalog, a "gimmick," and even an automobile, such a lot of new and better features are claimed for the same identical product, that you begin to wonder whether any relationship at all exists between the thing you were talking about last year and this.

We don't mind saying that after forty years of catalog preparation and advertising we get credulous ourselves, and in many ways that's good, because it's a "warning" to "tone down," and you will recall that in the opening page of our 1953 F.S.B. we promised to support a movement to stop some of that baseless garden advertising that was on its way eighteen short months ago to creating something of a record bordering on the fraudulent, and much of that end result was due to "fly by nighters" totally inexperienced in manufacturing and selling agricultural and garden products, but who studied the apparent progress of reliable manufacturers, and then "went to it" for their own gain.

We are now glad to report that a lot of that has stopped since the spring of 1951 and even with cease and desist penalties.

We can never hope to sell everybody, but at least gardeners everywhere can always rely on us for proper guidance without regard to personal gain, and that is why we always invite you to first inquire of us for information before buying, in case of your doubt and confusion, and our GUARANTEE on the back cover couldn't be any clearer to that effect.

In our past F.S.B.'s we have devoted a full page to telling you how to figure the difference in quality and big cost savings between NO-FILLER ORGANIC PLANT FOODS (and that is the basis and popularity of all G&O Plant Foods with everyone, including the recognized growing experts) and the ordinary commercial (again highly advertised) grades of fertilizers. It is still known to hundreds of thousands as "The College Short Course."

We haven't the space to reproduce it in this F.S.B., but you are welcome to a copy, upon request.

Come and see us. This isn't one of those general invitations that could mean "we hope you won't." Most sincerely, we hope you will as thousands already have. See what we've done with about eight acres and 60,000 square feet of buildings on the Reading Lines and the B&O Railroad, just 45 miles from both New York City and Philadelphia, and less than 6 miles from Princeton. For beautiful country, you can't beat this part of Jersey, and you also cannot beat the gratitude for your year after year patronage felt by

Very truly yours,



GOULARD & OLENA, INC.

Alexander E. Goulard
President

YOU KNOW, OF COURSE, WE PREPAY SHIPPING CHARGES. SEE PAGE 22

The only and original nationally recognized highest organic food for all varieties of Roses. Probably outsells all other Rose Foods combined and HERE IS THE EVIDENCE.

The right amount of Dried Blood, Meat Tankage, Bone, Fish Scrap, Vegetable Meal, etc., Trace Elements, Neutro Phosphorous and a 30-day "starter" of Nitrogen to feed gradually so that the April feeding carries into August and the latter month dose to late November. All this means better and larger blooms, stock, foliage, color and even smell.



We are making it possible for those who only have a half dozen Rose bushes (Hybrids, Climbers, etc.) but who really love them, to buy as little as one (1) pound.

Feed them the G&O way and you can develop an "anemic" bush into something you really admire. Full directions on each package.

ROSE FOOD ORGANIC • NO-FILLER • LASTING

G&O Rose Food had to be graduated with we have Commercial Grower customers who "cum laude" honors after four years of buy carloads of this formula and then voluntarily publicize its unusual performance as speakers at Rose Conventions. You probably admit with us that no one spends \$1,500.00 to \$3,000.00 for anything, unless it pays them well to do it.

Probably the best assurance we can give you for the use of G&O Rose Food is that

One of New Orleans largest handlers of Garden Products, including carloads of G&O ROSE FOOD, reported about a month ago that it was rumored his company was going to make their own Rose Food and he said, "I'm worried about that report because we have a very big ROSE SOCIETY down here whose members just won't buy any other kind of ROSE FOOD but G&O—your price is less and the blood, fish and cottonseed meal gets them results every year." That same company, it might be added, will handle maybe up to ten carloads in 1954 with their big demand in G&O ROSE FOOD.

We can reprint voluntary testimonials from Maine to California, but what's the use of all that even if space allowed. A purchase by you of a ONE POUND will settle the question regardless of who says what.

PRICES

I lb. Pkg.....@ \$.59	100 lb. Pkg....@ \$11.49	10 lb. Pkg.....@ \$ 1.98
5 lb. Pkg.....@ \$ 1.29	(Prepaid within 500 miles)	25 lb. Pkg.....@ \$ 4.19

50 lb. Pkg.....@ \$ 7.89

HOW TO PLANT AND FEED A ROSE BUSH.

We are asked right along for our ideas of Planting and Feeding Roses, also Rhododendrons, Azaleas and other acid plants. The only sure way of knowing the value of such information is to "put it to work" for a few selected plants and determine results for yourself.

ROSES (Already Planted)

1—Love a friable, dampish (not wet) soil. Work into the soil 3" deep two (2) cupfuls of finely powdered Tobacco Powder (page 11) all around the bush and 6" from it. Do this during April or May or when bud leaf first appears. Wet down.

2—During early May (regardless of when the Tobacco Powder is applied) apply one (1) cupful of G&O ROSE FOOD to a 2 year and older bush, 6" from stalk and all around the bush in a circular trench 3" deep. Place a thin layer of grass clippings on top of the Food in the trench and then twice fill trench with water and let it soak in before replacing earth in trench to ground level.

3—All during the Summer, work the lawn clippings into the Rose bed earth as deep as possible.

4—During early July—Repeat No. 1.

5—During early August—Repeat No. 2. NOTE: If the above seems like too much work, just remember—it isn't. Roses need a lot of attention but they respond beautifully to that attention.

PLANTING A NEW ROSE BUSH

Dig the hole wide enough to accommodate the longest root. Deep enough to bring the grafting bud to ground level. Put a few flat stones at the bottom of the hole and cover with 3" of grass clippings, straw or peat moss and then 2" of sifted earth. Sift the balance of the earth dug from hole and with this mix two (2) cupfuls of G&O ROSE FOOD and the same amount of fine Tobacco Powder. Fill the hole half way up. Use enough water at this point to almost make a mud of the earth in the hole. Finally complete the filling of the hole and wet down again, using half as much water this time.

Always insist on the package with the big red rose pictured thereon and the No-Filler & Ingredient statements. Never accept a substitute.

"ORGANIC-IZE" YOUR GARDEN THIS COMING YEAR.



"TOPS" ALL ORGANIC BASE PLANT FOOD OFFERS, EVERY AND ANY YEAR, FOR OVER-ALL AND GENERAL UTILITY LAWN — FLOWER — SHRUB — FRUIT — BERRY AND VEGETABLE USE.



5-10-5
WITH →
NO-FILLER

PRIZEGRO
BLOOD FISH BONE POTASH BORON

5-10-5
← WITH
NO-FILLER

100 LBS. FEEDS A GARDEN AREA OF 4,000 SQUARE FEET.

100 LBS. FEEDS A LAWN AREA OF 5,000 SQUARE FEET.

A CUPFUL FEEDS A BIG ORNAMENTAL.

A Teaspoonful to Strawberry plants will double the yield.

There are MORE Growers interested in this COMBINATION ANNUAL OFFER than probably any other PLANT FOOD offered to Gardeners—ANYWHERE.

The OFFER is made ONCE a year (about March) subject to only one reservation—a limit on quantity to single buyers, because of the bonus of BONE MEAL, AT NO EXTRA COST.

In other words YOU PAY FOR—PRIZEGRO and get THE PURE HIGH TEST BONE MEAL AT NO EXTRA COST—NOT A CENT EXTRA.

DO YOU WONDER WHY THIS UNIT PURCHASE (separately packed in STRONG INDIVIDUAL Bags and then combined in a master bag for sound delivery) is so popular with thousands of CUSTOMERS?

Not alone because of big saving. It's the quality, growing RESULTS, SOIL IMPROVEMENTS and everything the AVERAGE good grower wants.

YOU COULDN'T GET A BETTER NO-FILLER ORGANIC BALANCED FOOD IF YOU PAID DOUBLE THE PRICE. CARLOAD SALES OF PRIZEGRO PROVE IT.

This formula feeds progressively in wet or dry periods. Begins working at once and then as plant needs more food, the organics release a further supply for 6-8 months. One or two feedings a season and that's all.

NO EXCESS "WASH AWAY" SALTS COLORED WITH SOME KIND OF A DYE TO SIMULATE THE PRESENCE OF ORGANICS. ONCE USED, YOU'LL BE A CONFIRMED ANNUAL BUYER OF THIS SPECIAL F.S.B. DEAL.

TRY THIS—When Tomato Plants are set out apply one (1) heaping tablespoon of PRIZEGRO and one month later apply two big tablespoonfuls of the Bone Meal. Try this combination dosage right alongside of any other kind or kinds of Fertilizer you have used before. THAT'S YOUR ANSWER. AMAZING.

WHY BORON IS SO VALUABLE

It is recognized today as an essential Plant Food. Furthermore many soil diseases, especially present in acid soils, are due to agate Boron deficiency. THEREFORE why not aid in the correction of such a condition AS THE PLANTS ARE FED WITH FERTILIZER. Boron is not a low priced corrective, nearly \$100.00 per ton.

SOMETHING NEW—LOOK AT THE PRICES BELOW TO SEE THE ADDED NEW SIZES AND A SECOND LOOK REVEALS OUR GIFT OF BONE MEAL WITH EVERY SIZE. WE DID THIS SO THAT THE GARDENER WITH ONLY 100 SQ. FT. COULD GET THE SAME SATISFACTION AS THE 5,000 SQ. FT. AND ACRE GARDENERS.

TERMS OF THIS PRIZEGRO & "BONUS" BONE OFFER

Prices given in this F.S.B. (that means every product) INCLUDE DELIVERY AND SHIPPING EXPENSE TO DESTINATION up to and including points EAST of the MISSISSIPPI RIVER on ALL SIZES EXCEPT the 100 lb. and larger sizes and on such sizes we LIMIT THE FREE DELIVERY TO POINTS WITHIN 500 MILES OF NEW YORK CITY AND PHILADELPHIA. (Our plant is just midway between these cities.) Example—100 lbs. PRIZEGRO and 25 lbs. of BONE MEAL (total of 125 lbs.) is prepaid up to 500 mile distant points.

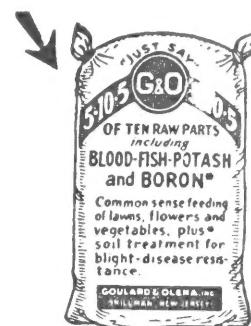
If you live beyond this generous mileage limit ask us for extra shipping charge which cannot be too much in any case.

PRICES

100 LBS. WITH 25 LBS. "NO COST" BONE MEAL @	\$11.69
50 LBS. WITH 15 LBS. "NO COST" BONE MEAL @	6.89
25 LBS. WITH 10 LBS. "NO COST" BONE MEAL @	4.89
10 LBS. WITH 5 LBS. "NO COST" BONE MEAL @	2.29
5 LBS. WITH 2 LBS. "NO COST" BONE MEAL @	1.59

NOTE: TWO (2) LBS. BONE MEAL WILL FEED 24 BULBS.

YOU GET THIS 100 LBS OF
"PRIZEGRO"



THAT WE SELL
FOR \$9.75
F.O.B. Skillman

PLUS
+

\$9.75 Prizegro
\$2.95 Bone
\$4.80 At shipping
cost with latest
15% increase.
\$17.50



THAT WE SELL
FOR \$2.95
F.O.B. Skillman

BOTH
→ \$11.69
FOR

AND SEE THE DIFFERENCE YEAR AFTER YEAR

GOOD FOR SPRING USE BUT BEST FOR FALL USE ON NEW OR RESEEDING JOBS

Probably the only Balanced Turf Food ever made in this country with 100% of the Nitrogen from Organics.

Have you ever been offered a chance to buy a LAWN FOOD having 7½% Nitrogen, 15% Phosphorus and 5% of Potash with 100% of the Nitrogen derived from ORGANIC MATERIALS, viz., DRIED GROUND BLOOD, MEAT TANKAGE, GROUND FISH SCRAP, BONE MEAL and COTTONSEED MEAL?

It should make a careful buyer THINK because NOW, for PROBABLY, the FIRST TIME IN YOUR LIFE you can get such a mixture known as GOULARD'S FORMULA and guaranteed WITHOUT ONE OUNCE of INORGANIC CHEMICAL SALTS (certainly N.G. for winter's slow feeding demands and a dead loss regardless of price comparison).

Whether it's a new lawn or a renovation job insist on GOULARD'S 7½-15-5 All Organic Formula.

Read your experiment station reports about the chronically low phosphorus content of almost all soil and especially eastern. We consider even 10% too low for Fall feeding and so will you, after using 15% which you probably have never even been able to buy in branded mixed fertilizers.

The 7½% of ORGANIC MATERIAL (none of which has less than a cost range of about \$100.00 to \$150.00 per ton) in GOULARD'S FORMULA FEEDS WITHIN 10 DAYS AND CONTINUES FOR A FULL YEAR. That's what all Gardeners have been demanding for years.

HOW USED—GOULARD'S (100% Organic Nitrogen in BLOOD, FISH, MEAT, BONE and COTTONSEED MEAL) FORMULA is in a free-flowing semi-powdered mechanical condition to apply with spreader or broadcast by hand at the rate of 1½ lbs. to 100 square feet of new lawn, either 3 or 4 days before or after the new seed is planted or the seed and GOULARD'S FORMULA can be applied at the SAME time with NO HARM to seed germination.

We always like to see the lawn food applied, raked in and wet down

Prepaid to your home if located within 500 miles of N. Y. City
Please remit with your order since we cannot handle C.O.D.'s

100 lbs.@ \$13.69

25 lbs.@ \$ 4.79

50 lbs.@ \$ 8.39

15 lbs.@ \$ 3.29

HYGANIC

FOR SUPERFINE LAWNS &

In general, good grass or lawn turf needs a lot more Nitrogen than is required for Flowers, Vegetables, etc. You can say the same thing when it comes to feeding TREES. Then again LAWNS and TREES don't need nearly as much phosphorus and potash as these other plants. Just the right amount of phosphorus for a rich, deep color and potash to resist root disease.

Here again is where the KIND of ORGANIC NITROGEN is what counts and gives a real result, even on poor soils. Quick-acting Nitrogen accomplishes about one thing—a spectacular showing within 30 days and a "wash-out" after that.

This special HYGANIC formula is bought and used annually in carload and truckload lots (15 tons) by the Golf Greenkeepers



GOULARD'S FORMULA
7½-15-5
*Only for those who want
the very finest, permanent
lawns—in good or bad weather*
NO FILLER & 100% ORGANIC

about 3 days in advance of seeding, which obviously makes better sense and our "champ" Greenkeeper's trade follow that practice.

About the middle of March, apply another POUND to the same 100 sq. ft. Note the color you get in late May—lasting thru-out dry summers.

When you see and really begin to understand the permanency of HIGH GRADE ORGANICS ON EVERYTHING THAT GROWS you'll quit being expensively misled by many of these fantastic fertilizer claims of the past few years.

OLD LAWNS—Apply one (1) pound of GOULARD'S FORMULA to 100 sq. ft. during September and in late November repeat the same application and then next May the same dose.

No. of Lbs. In Ton	Material	Nitrogen	Phosphorus	Potash
(1) 100	UREA	43.	0.	0.
(2) 300	Dried Ground Blood	42.	0.	0.
(3) 200	Nitrogenous Meat Tankage	22.	0.	0.
(4) 200	Dried Ground Fish Scrap	21.	8.	0.
(5) 200	Cotton Seed Meal	13.	5.	3.
(6) 100	Castor Pomace	6.	1.	1.
(7) 100	Pure Raw Bone Meal	4.	12.	0.
600	Triple Superphosphate	0.	288.	0.
165	Muriate Potash	0.	0.	100.
35	Trace elements of Boron, Zinc, Molybdenum, Iron, Magnesium, Sulphate and Manganese	0.	0.	0.
—	—	—	—	—
2000	Pounds of plant food, per ton	151.	314.	104.
	Pounds of plant food, per cwt.	7.55	15.7	5.2

Note—(1) Not one pound of FILLER.

(2) All the Nitrogen from organics of the 7 highest type of raw materials the market affords.

(3) All nitrogen materials in regular order of solubility from No. 1 to 7 (inc.) feeding from 10 to 500 days, progressively, based on normal weather conditions.

HYGANIC



SPECIMEN TREES — ORNAMENTALS

and Tree Experts. These professionals are not visionary or theoretical but are hard working, down to earth folks who can look at a section of grass or a tree at a long distance and usually hit the answer as to what's wrong.

One trial of our HYGANIC 10-6-4 at the rate of 15 lbs. per 1000 square feet, broadcast by hand or with wheel spreader, during April and 10 pounds more over the same area (to crowd out the "crab") in June will convince you that our professional trade know what they are doing. Note the protracted dark green beautiful color. Let's call it the Fish and Blood color. Get rid of that yellow jaundice July hue with "RUN OF PILE" commercial fertilizers.

100 lbs. (via Express within a radius of 500 miles)@ \$10.98
(Enough for 6600 Square Feet of Lawn Area)

PRICES:
25 lbs.@ \$3.98
Enough for 1650 Square Feet of Lawn Area

50 lbs.@ \$6.59

From LONG ISLAND: "What wonderful results we have had from the use of GOULARD'S FORMULA 7½-15-5. Our lawn was the most woe-begone weed and crabgrass infested piece of land I most ever saw. We worked hard, got rid of the weeds and crabgrass and then applied the FORMULA last fall and what a change. Our neighbors who had beautiful lawns all summer came asking—"what

had happened" for by fall their lawns looked sick while ours came forth in deep rich healthy green. We sang your praises—and we've had a song in our hearts ever since for we have followed through the feedings you suggested and few weeds and practically no crabgrass this whole summer. The enclosed order asks for more GOULARD'S FORMULA for we just won't be without it."

½ BLOOD TANKAGE & ½ BONE MEAL

Here's another 100% Organic Mixture but without Potash such as the opposite page formulas have. Wonderful results, where Nitrogen is the missing element, is realized from this rare mixture and especially where Phosphorus and Potash might be present but the turf is low in Nitrogen.

All grasses are prolific "eaters" of Nitrogen so why not supply the best forms of Nitrogenous organic materials?

NOW HERE'S YOUR SPRING AND SEPTEMBER CHANCE TO PROVE WHAT A 100% ORGANIC NITROGEN WILL DO FOR A LAWN (old or new).

We mix equal parts (50-50) of BLOOD TANKAGE (over 8% nitrogen) with GROUND BONE (about 2½% nitrogen). When mixed, the analysis is better than 5½% of nitrogen and 6% of phosphoric acid.

THE RESULT—Very little nitrogen is released before frost. Everything "sleeps" then until late March, without the usual inorganic winter's "wash out" leaving little or nothing to feed the grass next spring. Contrariwise, BLOOD TANKAGE—BONE (Remember, it's all pure without an ounce of filler) wakes up in April and goes to work all of May, June, July and August.

We recommend 2 lbs. application to 100 sq. ft. of Lawn Area applied at seeding time or a few days before.

Therefore—(and if you have any doubts about the great superiority of ORGANICS) you only have to treat about 300 sq. ft. at a cost of about \$1.00. We believe a trial this September will result in your becoming an Organic "ADDICT."

JUST REMEMBER THIS—Potash isn't particularly needed in Fall but a top dressing next Spring with Hygenic (P-6) is desirable. We certainly deprecate the use of general inorganic Fertilizers having high inorganic nitrogen contents such as 8% to 11% for a September-Winter dosage because 70% of it couldn't be digested in the next two months by grass and the chances for its winter loss are too great.

Prepaid PRICES with your remittance

10 lbs. (enough for 500 sq. ft.)	@ \$2.39
25 lbs. (enough for 1250 sq. ft.)	@ \$4.59
50 lbs. (enough for 2500 sq. ft.)	@ \$8.29

COMPOSTER FOR RICH EARTH

Sulphate of Ammonia, Superphosphate, Muriate of Potash, Ground Limestone, Tobacco Dust and Manure Base.

To each bushel of home made compost should be added one (1) to two (2) lbs. of this COMPOSTER depending upon the mechanical condition of the raw compost materials selected for the "break down."

Just make a layer of the raw compost about 3' square and about 3" thick and then spread, by hand, our dry COMPOSTER in a thin but full coverage layer. Build up the whole pile in this way until all the compost and the COMPOSTER is consumed and as this tiering proceeds, have a sprinkling can handy and moisten each layer down but do not make the pile sloppy with water. Full directions on package.

New Kind of Packing—Moisture Proof

A Composting Product containing these kinds of raw ingredients absorbs plenty of moisture, "eats" up the bag and hardens like a brick. This is all "history" NOW because we use a thick gauge polyethylene liner so that the bag can be resealed.

5 lbs.	@ \$1.39
10 lbs.	@ \$2.19
25 lbs.	@ \$4.29

Hopewell Valley GOOD EARTH

FOR INDOOR—OUTDOOR
POTTED PLANTS

Using a newspaper spread open on the floor or table, mix thereon one (1) cupful of this ORGANIC GOOD EARTH with 3 to 5 cupfuls of screened topsoil. Since this mixture is of clean, earthy ingredients, just use your hands to get an even mix and then spread the mixture out and sprinkle it with a little water to dampen it off before potting and "setting" plants or seed. No excess moisture needed. Feeds for a year.

THIS BULKY ORGANIC VEGETABLE AND ANIMAL SOIL RETAINS MOISTURE LONGER AND PREVENTS SOIL CAKING IN POTS, WINDOW BOXES, GREENHOUSE BENCHES, ETC.

DO NOT confuse this product with those marketed packages of ORDINARY TOP SOILS that look like your own garden soils.

Our GOOD EARTH is composed of HUMUS, GROUND PHOSPHATE ROCK, ACTIVATED COW MANURE, VERMICULITE, IMPORTANT TRACE ELEMENTS, ETC. IT IS RICH, BLACK, ODORLESS AND CLEAN. IT IS NEUTRAL. NOTHING COMPARABLE AND HOW AFRICAN VIOLETS LOVE IT.

SEEDS WILL GERMINATE IN IT without mixing with other earth. The only object in such mixing is to reduce cost, proof enough this must be better and different. PACKED IN POLYETHYLENE BAGS.

5 lb. Polyethylene Pkg.....	@ \$1.09
(enough for 6-10 pots, depending on size)	
10 lb. Polyethylene Pkg.....	@ \$1.79
25 lb. Polyethylene Pkg.....	@ \$3.29

GO-WEED & TURF FOOD

*Kills the Weeds
Feeds the Lawn
ALL IN ONE APPLICATION*



"LOOK OUT

**DANDELIONS
HERE I COME!"**

The "Easy Way" and "less work for everybody" in having a nice lawn minus the usual weeds, is the popular objective today. 2,4-D (Dichlorophenoxyacetic acid) is a real and safe control of some lawn weeds so why not just combine 2,4-D with a real organic base Fertilizer having 6% of Nitrogen (don't feed too much Nitrogen at Weed Control time or a "lush and fade out" condition will develop), 10% Phosphorus and 4% Potash? Two jobs done in one application.

Detail instructions on every package for buyer's guidance.

We got an impressive demonstration of the efficiency and economy of GO-WEED & TURF FOOD on about three acres of lawn that was overloaded with Dandelions.

One dose of 15 lbs. of GO-WEED & TURF FOOD per 1000 square feet of lawn area (with a regular lawn spreader) applied in early May and followed up in two weeks with another 10 lbs. over the same area killed off the dandelions and a lot of other unsightly weeds so effectively that only with a search could a few individual weed plants be found and the result without danger to other plants, flowers, and shrubs. To have done a hand-picking job on a 1000 square feet of this lawn would have taken two days at \$1.35 per hour (hired garden help isn't cheap these days) or \$22.00 Vs. \$4.00 worth of GO-WEED & TURF FOOD that killed the weed roots, so they couldn't resprout.

PRICES

10 lbs.....@ \$2.29	25 lbs.....@ \$4.69
50 lbs.....@ \$8.29	*80 lbs.....@ \$10.98

(*Within 500 Miles)

CAN WE HELP YOU WITH YOUR GARDENING TROUBLES?

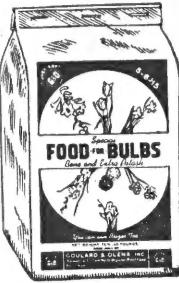
Since Gardeners have learned that they can get this "26 unit," 15% Potash Formula for Bulbs (exclusively made by us) our tonnage output, all over the country has multiplied about 200 times. Simply unbelievable.

From Virginia:—"Am enclosing my order for your BULB FOOD. The results of last year's use were marvelous."

From New Jersey:—"I bought your BULB FOOD. Results were amazing. No other formulas ever again for me—just yours."



BULB FOOD



DAHLIA — GLADIOLA — LILY HYACINTHS, IRIS, PEONIES, DAFFODILS, NARCISSUS, Etc.

AMERICA'S ONLY 15% POTASH, DISEASE RESISTANT FORMULA
Five National Dahlia prizes won in one year where this formula was used. Must be pretty good.

Just as in the case of Roses and the acid loving plants that must have that certain "something" commercial garden fertilizers can't possibly provide, here we have Bulbous plants that go "crazy" for excess Potash.

The leading Dahlia growers demand at least 10% of Potash, so just compare that requirement with these "do everything" market grades of 4%—7% and 8% Potash—totally inadequate.

Our Food is 5% Nitrogen, 6% Phosphorus and 15% POTASH, and this 15% Potash with our "Glad" and DAHLIA prizewinning amateurs is known to dozens of societies who hold their Autumn Shows, including National winners.

A tablespoonful per plant of this Food in Spring, July and again in August has meant many a prize and all due to that excess Potash. Full directions on package.

Prove it on a row of Tulips, Hyacinths, Daffodils, etc.

Like humans and animals there are certain groups of plants that just can't and won't produce on food that is deficient in particularly needed elements not found in commercial foods. It's just common sense.

PRICES

* (Prepaid within 500 miles)

2 lbs.	@ \$.79 (doz. bulbs, 3 feedings)
5 lbs.	@ \$ 1.29 25 lbs. @ \$ 4.19
10 lbs.	@ \$ 1.98 50 lbs. @ \$ 7.89

WHAT DOES THIS VOLUNTARY REPORT mean to YOU:—"All my Azaleas and acid plants cost 50¢ and were only 5"-6" high five years ago. Now my Florist says my oldest ones are worth \$25.00 to \$50.00 apiece on the commercial market. I can only thank G&O for all this."

RHODO
AZALEA
MT. LAUREL
CAMELLIA
HOLLY



DOGWOOD
BLUEBERRY
ETC.—

AMERICA'S HIGHEST ACID FOOD

You can definitely make them bloom beyond fondest hopes with "HIGH ACID."

Try as little as 5 pounds. Apply in April, again in early June and again in September. Four cupfuls to a plant 3 feet high with a 3 to 5 foot spread. Work it in 2 inches and soak down with water.

You'll wonder where all the new, dark green foliage came from and why those same buds never before opened into beautiful big flowers. Our 3-20-3 (highest of all Acid food) has been responsible for prize-winning big specimens at the largest Flower Shows. Not unusual for us to get mail orders from ordinary home growers for ton quantities after a trial with as little as 25 pounds. These beautiful decorative and screening plants needn't look like "skeletons" any more.

A heavy acid soil is nearly the whole answer to satisfactory plants in this group.

Acidity is expressed in terms of pH. A 7 pH soil is considered neutral in reaction. Above 7 pH is alkaline and below is on the acid side. Some growers like a pH of 6.5 but try for around 5 pH and notice the amazing difference. That's where our 3-20-3 counts every time. Vs. so-called formulas with only half the actual elements required.

Try this, too—Save apple parings and tea leaves and we especially recommend TOBACCO POWDER (page 11) worked into the soil all around these plants for three good reasons:

- (1) The pH goes down; the acidity goes up.
- (2) The soil is made friable and "wodsy" (like forest soil).
- (3) Those white root maggots are controlled.

1—DO THIS BEFORE END OF APRIL: Prong up the already planted beds to a depth of 2" to 3" being careful not to tear surface roots too much. Now apply 5-10 lbs. of G&O Tobacco Powder (not coarse or flake tobacco) to 100 sq. ft. of soil. Soak with water.

2—A MONTH LATER For plants about 3' high and the same size spread, broadcast by hand two glassfuls (tumbler size) of G&O 3-20-3 Acid Food evenly over earth from stalk or trunk, all around and out to the spread of the branches. Prong it in and flush with water. If any roots are exposed by reason of "wash" or erosion, cover up and level earth off.

3—DURING AUGUST—Repeat No. 2.

SPRAYING ALL THESE PLANTS is almost as important as feeding. Just stick to a simple, non-poisonous utility product like G&O PLANT SPRAY (page 17) that kills about every bug and type of scale ever infesting a garden of flowers, vegetables, shrubs, etc. When Black Spot, Blight, Mildew, Rust, etc., comes along, add either Wettable or Dusting Sulphur and you've done a perfect job, 9 out of 10 times. (See page 14).

2 lbs.	@ \$.79 (enough for 4 plants)
5 lbs.	@ \$ 1.29 10 lbs. @ \$ 1.98
25 lbs.	@ \$ 4.19 50 lbs. @ \$ 7.89

*100 lbs. @ \$ 11.49

All packages have a heavy Polyethylene Liner so that Acid cannot affect the outside package with printed directions.

WE DON'T "KNOW IT ALL". AFTER 40 YEARS IN SAME BUSINESS WE KNOW A LITTLE

9-7-4



9-7-4

EVERGREEN – TREE – SHRUB & ORNAMENTAL – FOOD

It's most satisfying to see how this group of plants respond when they are regularly fed and probably 90% of such ornamentals never get a single feeding after they are planted.

This is unfortunate because a generous feeding now and then changes the whole look of not only the fed plant itself but its general surrounding. You can stand off 100 feet and see an improvement hardly believable, and especially if the food is high in organics like Blood, Bone, Fish, etc.

Our formula contains 9% of Nitrogen, 7% Phosphorus, and 4% of Actual Potash and on every package we give directions and amounts to use in both the post hole and the trench system of feeding.

Nearly every property today has an expensive planting of Nursery Stock. Why let them starve after planting?

WON'T YOU TRY IT THIS YEAR ON AN EVERGREEN THAT YOU KNOW ISN'T NOW DOING TOO WELL?

Post Hole System of Feeding: While preferred by many, is, in our opinion, less desirable than the Trench System of Feeding and especially where it is practical to remove turf, lawn or flower beds temporarily. The post hole system is simply one of making holes with a crowbar or a 3' piece of 2" x 4" lumber (pointed) every 3" in a circle around the tree and at the length of the lower branches. If the branches of a tree are about even all around the trunk and 10' long then use the trunk as the center and make the post hole circle 10' away and around the tree. Make the holes 18" to 24" deep. Use 2 to 3 lbs. of our Tree Food to each hole for every inch of diameter of the tree, taking the trunk diameter measurement at a point 5 feet from the ground.

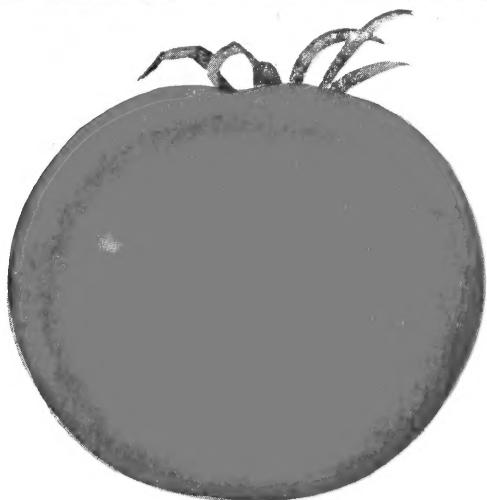


PRICES

5 lbs.	@ \$1.29	10 lbs.	@ \$1.98
25 lbs.	@ \$4.19	*100 lbs.	@ \$11.49
50 lbs.	@ \$7.89	(* Prepaid within 500 miles)	

Too bad we don't have a FULL page for this product because it has more of a SUCCESS story than you would imagine there could be in SPECIALIZATION growing. You may think now that you're a tomato growing expert but you've something to still learn by taking the "HIGH PHOSPHORUS AND POT-ASH" route.

Special TOMATO FOOD



Did you know? That tomatoes are grown in EVERY county of the U. S. and that California is the biggest producer, with over 125 thousand acres, then Texas with over 80 thousand, Indiana third with over 60 thousand. Maryland and New Jersey almost tie for fourth place with 50 thousand. There's hardly a state in the Union with less than 10 thousand acres.

This popularity started our research for the BEST food. It's a long story, but each test proved that the tomato is a ravenous "eater" of PHOSPHORUS AND POTASH, with contentment at 12% and 13%, respectively. We balanced off the Nitrogen with a combination of quick-acting and a "8 week feeding" Organic. This formula has so amazed "top" growers as well as every amateur that we hope you will not lay aside this F.S.B. without TRYING a formula that will permit you to set out one-third or one-half of the usual number of plants and still wind up with as many or more of bigger and cleaner skin solid fruit.

A "revelation" formula like this should be available to all. Full directions on every package. Never deteriorates or unduly cakes or freezes, which is generally true of all G&O specialty foods which are cured for a long time.

When stems are slender, fibrous, and hard, purple color is present, roots stunted and fruit sets late, it could be due to a shortage of Phosphorus.

If plants grow slowly, leaves get crinkly, color is grayish or yellowish and fruit ripens unevenly, look for a deficiency in Potash.

It doesn't make any difference what kind or how much fertilizer you have already bought and used in setting out your tomato plants. What those plants need during July is a small handful of this 3-12-13 Tomato Food in a 2" deep furrow around the stalk and 4" from it and a big drink of water. Another same dose the middle of August is still better.

2 lbs. (4-6 plants, 3 feedings)	@ \$.79
5 lbs. (10-16 plants, 3 feedings)	@ \$1.39
10 lbs.	@ \$2.29
25 lbs.	@ \$4.69
50 lbs.	@ \$8.29
*100 lbs.	@ \$13.39

VERY IMPORTANT—Our TOMATO FOOD has a "contemporary" in our TOMATO BUG & BLIGHT DUST described on Page 13. It is the safest, surest "all in one" product of highest analysis on the market. Order these two together. Certainly you must use some control product so why not the best.

CERTAIN IT IS — WE WON'T "BLUFF OR STALL" OUR ANSWERS, REGARDLESS

ANTI-BEETLE GRUB FORMULA

No. 3

CONTAINING MORE DDT COMBINED WITH COLOR PRODUCING 20% SUPERPHOSPHATE
(The missing plant food in nearly all soils)



WARNING: APRIL and MAY and again AUGUST-SEPTEMBER are the four months of the year to ponder well the destiny of a good lawn and the soil areas in which you intend to plant your Flowers and Vegetables. More money is spent by the average gardener for seeds, plants of every kind and labor than for any other four or five months of the year.

What's the use of it all if everything you do and every cent you spend is without any regard to the elimination of the MOST DESTRUCTIVE ENEMY in practically every state east of Ohio and north of South Carolina.

An enemy that is right now coiled up below frost (take a spade and test out four or five spots of your lawn) warming up to give your present lawn grass roots a "Crew Haircut" and emerge in June as a beetle. Before they emerge they eat grass roots for 3 months, leaving your lawn full of big and little dead brown patches that can't be reconditioned all season.

Now then—THERE'S NO NEED FOR ALL THIS UNLESS YOU WANT IT THUS AND HAVEN'T FAITH ENOUGH, IN ESTABLISHED PRACTICE, TO DO SOMETHING ABOUT IT DURING APRIL, MAY and even JUNE, but the earlier the control is used the better the results by far.

Think well before you walk up to a store counter this year and lay out \$10.00 to \$100.00 for seeds, fertilizer and plants until and unless you have eliminated EVERY CHANCE of losing most or all of the whole purchase. Don't assume that just because you can't dig up a lot of grubs on your own premises that the fellow next door, or in the next county, DOESN'T have a million to distribute in June only to fly onto and lay its eggs in your ground for a grass root spoilage all through August to cold weather

We have 15 and 20 ton users of our Anti-Beetle Grub Formula No. 3 who report 100% control, so no new kinds of control chemicals can possibly better that record.

again and then 30 times as much damage in the next Spring. There's no "scare" to all this. It's just what you have seen happen in all these eastern towns for years. It's been a case of having as many brown spots or as much dead grass area as good green grass.

The simple way is so everlasting right. We mix 7 lbs. of a 10% DDT Powder with 18 lbs. of acid-free Superphosphate, making a 25 lb. perfectly blended, free-flowing UNIT batch that can easily and evenly be spread by hand or cart spreader over 1000 sq. ft.

Therefore, our New and Improved DDT ANTI-BEETLE FORMULA No. 3 not only contains 16½% MORE DDT but the equivalent of nearly 15% of Phosphoric Acid in a mixed Fertilizer. Observe the greener, healthier color of your grass wherever used. Two distinct advantages over any Grub-Proofing ever made—the sure kill and a healthier turf during and for months after the treatment.

GOOD BUYING FACTS WITH ALL GRUB-PROOFERS

- (1) Look for the printed analysis on the package.
- (2) When we MIX 7 lbs. of a powder having 10% DDT with 18 lbs. of Superphosphate, making a 25 lb. unit batch for 1000 sq. ft. of generous, uniform coverage, you KNOW you get MORE DDT PLUS twice the amount of phosphoric acid found in MANY fertilizer grass formulas selling as high as \$8.50 per 100 lbs.
- (3) That G&O Anti-Beetle GRUB FORMULA can be safely applied AT THE SAME TIME as the new seeding is done, although a lapse of 3 days after Grub-Proofing with an intervening rain or hosing is better before seeding down.
- (4) Non-poisonous and safe to host animals.

PRICES—Please Remit with Order

10 lb. pkg. (small 20'x20' lawn)@ \$2.39
25 lb. pkg. (for 1000 sq. ft.)@ \$5.29
50 lb. pkg. (for 2000 sq. ft.)@ \$9.59
*100 lb. pkg. (Express) (for 4000 sq. ft.)@ \$15.29

*Prepaid via Express or Freight within 500 miles of N. Y. City

"HARD TO FIND"

(In Regular Retail Trade)

RAW FERTILIZER MATERIALS

Desirous of helping many gardeners who like to do some special kind of feeding with an excess of this and that, we list the principal fertilizer ingredients that supply Nitrogen, Phosphorus, and Potash and pack them in small to medium large packages to meet the demand for the "little," average and even the large size gardener because a little of these raw materials goes a long way.

COTTON SEED MEAL

So many calls came in last year for this organic with almost 7% of Nitrogen and 3% Phosphorus that we decided to help you get it. Not one store in 500 sells it. Wonderful for acid-loving plants and also for broadcasting on lawns in the Spring, 3 lbs. to 100 sq. ft.

PRICES

5 lbs. @ \$1.79	10 lbs. @ \$2.98
25 lbs. @ \$6.89	

BONE MEAL (Steamed)

Represents a durable, natural fertilizer, furnishing a steady source of plant food gradually becoming available by decomposition over a period of 2 to 3 years. When making a new lawn, use plenty of Bone Meal (5 lbs. to 100 sq. ft.).

The most concentrated food eaten by an animal goes into bone structure, so consequently Ground Bone should be and is infinitely better than the waste manure of the animal and is the last word in safety and lasting effect.

PRICES

5 lbs.	@ \$1.09
10 lbs.	@ \$1.98
25 lbs.	@ \$4.19
50 lbs.	@ \$6.98

SOME CALL OUR F. S. B.'S — "FOLKSY" and that's an appreciated compliment — BUT EVEN "FOLKSINESS" IS ONLY GOOD IF IT'S basically SINCERE.

AND STILL MORE OF THOSE "HARD TO GET NEEDED RAWS"

SULPHATE of AMMONIA

Another nitrogenous product containing 20% or 20 lbs. of actual Nitrogen to 100 lbs. of the material. A little slower acting than Nitrate of Soda and also lasts a little longer. Both Nitrate of Soda and Sulphate of Ammonia can be dissolved in water for the purpose of making liquid applications.

Its continued use on the same soil creates acidity which is desirable for Bent Grasses but not Blue Grass or Fescue lawns. Also does a good job in controlling lawn weeds at rate of 5 lbs. to 1000 sq. ft. and watered in.

PRICES

5 lbs. @ \$1.19	10 lbs. @ \$1.98
25 lbs. @ \$4.39	

MURIATE of POTASH

is a Potash salt containing 60% actual and soluble Potash and we all know that Potash in available form is the thing that prevents disease and builds a sturdy root system and plant. Wherever Potash is omitted in a fertilizer formula or none is available in the ground, you can certainly expect to find poor growing results. "You gotta have Potash."

PRICES

5 lbs. @ \$1.19	10 lbs. @ \$1.98
25 lbs. @ \$4.39	

NITRATE of SODA

This material supplies over 15% of Nitrogen and starts to work in the ground in about 10 days. Supplies the needed Nitrogen to give growth and also color but it doesn't last long enough. Nice to have a little around for boosting leafy vegetables like spinach, cabbage, rhubarb, asparagus, etc.

PRICES

5 lbs. @ \$1.19	10 lbs. @ \$1.98
25 lbs. @ \$4.39	

PURE

FISH SCRAP GROUND

So many customers who want to make a real showing on SWEET CORN, BERRIES, IN PERENNIAL FLOWER BEDS, ROSES, ETC. have asked us for our straight 10% plus FISH SCRAP that we have decided to make it available. A small handful to a hill of corn and Oh! what ears. It's got something that does the incredible besides 10% of Nitrogen which alone justifies the price.

PRICES

5 lbs. @ \$1.49	10 lbs. @ \$2.39
25 lbs. @ \$4.98	

Do you really want LOOSE, FRIABLY DEEP and MOISTURE RETENTIVE SOIL and FOR 1/20th THE COST OF THESE temporary "TOUTED" SOIL CONDITIONERS UNDER "UNPONOUNCEABLE" CHEMICAL NAMES? THEN HEED THE STORY OF

TOBACCO POWDER

The Best Rose Stock and the best Food won't always produce the best blooms UNLESS you get a good, non-baking, slightly moist, friable soil. Work our 100 mesh TOBACCO POWDER into the soil and around each bush. A glassful now, in June and again July. Work all your grass clippings in during the summer.

The expense won't amount to 5c a bush. The soil becomes beautifully porous and the Tobacco Powder (not the coarse) kills the root maggots and wire worms. Tobacco Powder is great for lawns, around all plants and in vegetable gardens. Swell for composting and mulching acid plants.

Keep some Tobacco Powder on hand.
Use in soil or as a dust.

PRICES

1 lb. @ \$.59	10 lbs. @ \$1.98
5 lbs. @ \$1.19	25 lbs. @ \$4.29
50 lbs. @ \$6.98	



ALUMINUM SULPHATE may be used to make alkaline and neutral soils ACID, thus favoring the development of satisfactory soil for blueberries, cranberries, azaleas, camellias, and a lot of specialty plants that thrive on "bog" or acid type of soil. A pound of ALUMINUM SULPHATE applied to a square yard of neutral or alkaline soil and washed into the ground is a fair dosage although we even recommend more. A good dose is 5 lbs. per 100 square feet. On an average medium light silt loam, it takes about 5 lbs. to 100 square feet to bring the reaction down from pH 8 to pH 7 and it takes about two weeks for this reaction. Nine lbs. would be needed to bring it down to pH 6 and about 14 lbs. down to less than 5.5.

As a Japanese Beetle repellent spray, take about 1 oz. of ALUMINUM SULPHATE and 8 oz. of regular Hydrated Lime and mix the two in a gallon of water. If you would rather use this as dust, then just mix the first two together and in the morning when the dew is on the plants, make the dusting. The Beetles do not like the white coated foliage or the taste of the ALUMINUM SULPHATE, which technically is alum.

SEE OUR Package for the most and all inclusive directions on this material, ever given in label directions.

PRICES

1 lb. @ \$.49	5 lbs. @ \$1.19
10 lbs. @ \$1.98	25 lbs. @ \$4.29



20%

SUPERPHOSPHATE

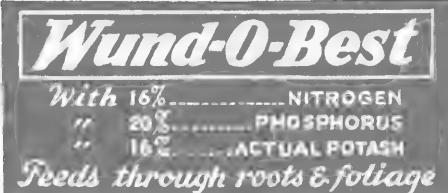
is the important element that produces color whether in a blade of grass or a petal of a rose and it is low enough in price for every gardener to use a little extra and even mixed with whatever fertilizer might have been purchased. In fact, it would be mighty good practice to take 25 lbs. of ordinary mixed fertilizer and then add 5 lbs. of this 20% SUPERPHOSPHATE, mixing it up well. It may take a little extra trouble but it would show results. Polyethylene Liner.

PRICES

5 lbs. @ \$.98	10 lbs. @ \$1.69
25 lbs. @ \$3.69	

YOU'RE THE ONLY ONE WHO CAN REALLY KNOW THIS

NOW comes your real chance to KNOW THE TRUTH about most of these WATER SOLUBLE Plant Foods or the kind that FEED THROUGH THE FOILAGE AS WELL AS THE ROOTS.



A Measuring Spoon in Every Package and Full Directions



NEW STYLE OF PACKAGING

In addition to our TIN packing we are now putting a POLYETHYLENE liner bag in the can. Thus the contents can be stored imperviously dry for years AND note—We've done this without adding a penny to the selling price. WARNING—DON'T buy these kind of products UNLESS the outside package (and tin is best and far more expensive) has a heavy gauge POLYETHYLENE INSIDE BAG or YOU'LL BE SORRY AND WISER.

Wund-O-Best

is a light yellow colored CRYSTALLINE product about the consistency of epsom salts. It contains a higher analysis of 16% Nitrogen, 20% Phosphorus and 16% Potash.

It dissolves in water (without leaving a trace of sediment) as fast as salt and even faster.

Wund-O-Best

is perfectly balanced and above all it is sanely priced and in fact 3 POUNDS sells for even LESS than 3 POUNDS of most competitive products having an analysis of about $\frac{1}{3}$ less than WUND-O-BEST.

HERE'S THE 40 CENT OFFER YOU WON'T FIND IT IN OUR ORDER FORM

Send us 40c. We will send you postpaid to anywhere in U.S.A. our regular 50c (plus postage) TEST PROOF package of 5 ounces of WUND-O-BEST that makes 8 gallons of concentrated ready to use solution.

One level teaspoonful of WUND-O-BEST to one (1) quart of water is enough to treat 36 to 48-6" pots of house plants including African Violets—FOR A WHOLE YEAR.

Every order of this kind is a dead loss for us to fill. That should be obvious. BUT YOU ARE ENTITLED TO PROOF and we want to share in its cost.

This business of paying five times what a thing is worth must stop.

Mixing Wund-O-Best With Insecticides—Fungicides

To every gallon of diluted and ready to use liquid BUG and BLIGHT sprays, add one (1) level tablespoonful of WUND-O-BEST. A good suggestion here is to first dissolve the WUND-O-BEST in a glassful of water and then combine with diluted insecticide. This combination is good practice for results and labor-saving.

(1) Goes to work within a half hour in feeding Nitrogen, Phosphorus and Potash to foliage and roots and within two hours of complete SOIL feeding to:

Roses	Hedges	Berries	Perennials	Evergreens
Fruits	Annuals	All Flowers	Lawn Turf	Rhododendrons
Vegetables	Shrubs	Azaleas	House Plants	ETC.—ETC.

(2) Safe. Cannot burn when used as directed.

(3) Non-poisonous, odorless, harmless to skin and clothes.

(4) Low Cost: Dissolve a heaping tablespoonful in a gallon of water and then use a sprayer, hose feeder or better still, a regular garden sprinkler can as an applicator. It only takes one pound of WUND-O-BEST to about 33 gallons of water (weighing about 275 lbs.) to cover nearly 1500 square feet of lawn area. That's economy—plus. A teaspoonful of WUND-O-BEST to a quart of water for indoor plants is an old stand-by.

1 lb. Package.....@ \$1.25

5 lb. Package@ \$3.24 25 lb. Package@ \$13.00

10 lb. Packgae@ \$5.85 50 lb. Package@ \$24.00

AND FOR 40c we are going to help you know the story just as though you had spent \$350.00. More about this below.



FOR A MILLION DOLLARS
YOU COULDN'T BUY BETTER
ROSE PROTECTION.

EVER SEE ONE
PRODUCT DO SO MUCH?
WE GUARANTEE CONTROL
OR MONEY UNCONDITION-
ALLY REFUNDED.



PESTS

APHIDS
SAWFLY
FLEA BEETLE
TENT CATERPILLAR
PHLOX BUG
MILDEW
BLIGHT
RED SPIDERS
ROSE CHAFER
"JAP" BEETLE
FALL WEBWORM
TARNISHED BUG
BLACK SPOT
ANTHACNOSE
ROSE SLUGS
WHITE FLY
BLISTER BEETLE
GLADIOLUS THIRP
CABBAGE LOOPERS
LEAF SPOTS
RUST
ETC., ETC.

ROSES
"MUMS"
VIOLETS
ZINNIAS
TULIPS
PETUNIAS
COSMOS
"GLADS"
ON PANSIES
PEONIES
GERANIUMS
HOLLYHOCKS
ASTERS
PEAS
PHLOX
DAHLIAS
MARIGOLDS
NASTURTIUMS
ETC., ETC.

SEE LABEL DIRECTIONS

WORLD'S BEST ANALYSIS FOR ROSES

ACTIVE INGREDIENTS

Dichloro diphenyl trichloroethane, DDT	5.00%
Ferbam (Ferric dimethyl dithiocarbamate) ..	7.00%
Rotenone	0.75%
Other Cube Resins	1.50%
Gamma Isomer of Benzene Hexachloride (From Lindane)	0.50%
Sulphur	20.00%
INERT INGREDIENTS	65.25%
	100.00%

FUNGICIDE DIRECTIONS

POWDERY MILDEW, LEAF SPOTS, RUST, BLIGHT, BLACK SPOT, ANTHRACNOSE attack Ros. s, Chrysanthemums, Aster, Cosmos, Phlox, Snapdragons and many other plants. Begin dusting or spraying as soon as the first leaves are out, or as soon as disease is detected, and repeat once a week, or more often in wet weather, throughout the season. Keep new growth covered. A light application, frequently applied, is preferable. For powdery Mildew on Dahlias, begin treatment the latter part of August and repeat at weekly intervals.

PRICES

1 lb. Dusting Top Canister..@	\$1.39
5 lb. Pkg.	@ \$4.98
10 lb. Pkg.	@ \$8.98
SPECIAL PRICES ON LARGER SIZES	

BY THE SIMPLE ACT OF MAKING A NEEDFUL PURCHASE

NEEDFUL PURCHASE

PLEASE (and it will profit you to do so) glance back to Page 9, TOMATO FOOD. With these two (2) products, you will get results never dreamed possible with the lowly tomato.

TOMATO-POTATO Insecticide - Fungicide DUST OR SPRAY



"WE COVER THE TOMATO FRONT"

There are certain times during the growing season when the right kind of a dust or spray is necessary to use on tomatoes, potatoes, cucumbers, squash, pumpkins, melons, etc., so that quick and almost spectacular results are obtainable. It doesn't take long for Mildew, Blight, and similar fungus diseases to "take hold" on these kind of vegetables and particularly tomatoes and potatoes.

The purpose of a good Tomato Dust is to immediately control the flea beetle, tomato horn worm, fruit worm, potato bug, cucumber beetles, melon worm, etc., because a slow acting insecticide permits greater damage to be done and then all kind of plants are in such weak conditions as to make fungus attack like Mildew and Blight just that much worse and harder to control.

With our kind of dust it means that when you go after the bugs, you are also making the right application of Metallic Copper and for that reason our Tomato Dust contains 10% to 15% more Copper than many competitive and branded products. You should dust or spray for Blight and other fungus troubles affecting tomatoes seven times.

As in the case of Rose Dust we pack our Tomato Dust in the 1 lb. perforated top canister and then also in the 5 lb. package for the gardener who has from 75 to 150 plants.

PRICES

1 lb. Canister (enough for	
10 plants—4 times).....@	\$.98
5 lb. Pkg.@	\$2.59
10 lb. Pkg.@	\$4.69

TOMATO (METAL)

STAKING ROD

**44"
Steel**



Keep 'Em "Jacked" Up

Our new 44" net high steel green enameled $\frac{1}{4}$ " dia. ROD has been the "pet buy" for Tomato staking.

One ROD to a bush. Stick 8" into ground at an angle away from bush and preferably at south side (less winds from that direction). Then, using binder or other twine, tie bush to ROD thru the "eye loops." One user said "I staked 100 that way, went off for a Maine vacation, came back and despite two good interim storms they hadn't dropped an inch." They last 5-10 years.

KEEP "EM" OFF THE GROUND

You couldn't buy second hand "one time" wood slats without the loops for double such prices. Just as good for peonies, "Delphins," "Mums" or anything bushy and tall. Hardly visible but they support like a fence post. If you want real prize "Toemats" keep 'em off the ground for air circulation, say nothing about worms, snails, slime and rot.

PRICES

½ dozen	@ \$1.79
1 dozen	@ \$3.39
3 dozen	@ \$8.98
6 dozen	@ \$15.98

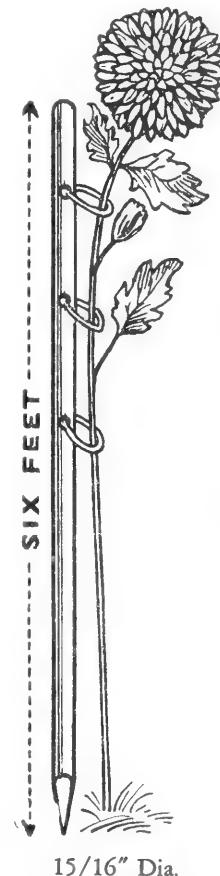
JUMBO SIX FT.-3 TIE DAHLIA STAKE

F O R

Dahlias, Gladiolas, Young Fruit Trees,

Vines, Pole Beans, Giant Peas, Tomatoes

and a score of other needs



Make a nice high
STURDY FENCE, too.

Made of rugged hardwood with 2— $\frac{1}{4}$ " dia. (in error, picture shows 3 holes) holes to regulate respective heights of tall growing Flowers, Vegetables, Plants and Vines. This is a very important feature because patented paper, wire and other ties can be used in these holes and thus avoid having these ties loosen up, work down and strip foliage or cut into stems or stalks. It is strictly a quality stake and not intended to compete with a soft wood stick or a lath. Painted green.

Each stake weighs about 1½ lbs.

**IN BIG DEMAND
FOR MANY USES**

**WE PREPAY ALL
SHIPPING CHARGES
RIGHT TO YOUR DOOR**

For Bundle of 6 @ \$1.98

For Bundle of 12 @ \$3.79

For Bundle of 24 @ \$6.89

For Bundle of 36 @ \$9.59

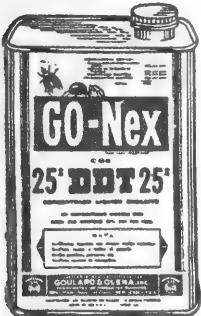
AND ONLY THEN WILL YOU KNOW G&O FOR WHAT THEY ARE AND CLAIM TO BE



Sorry that this page has to be somewhat mixed as to the listing
of further Fertilizer Raw materials with Spray materials.



GO-NEX 25% DDT



DDT is today's SURE, QUICK, 100% acknowledged "Jap" Beetle Killer, with no "regrets" of any kind. Our GO-NEX/25% DDT LIQUID EMULSION CONCENTRATE requires as little as one teaspoonful of this milky white solution to a quart of water in a sprayer and "Bingo"—immediate paralysis, no more chewing and then death.

Remember—GO-NEX/25% DDT is just as good for killing Potato and Flea Beetles, wonderful vs. Rose Bugs, Cabbage Insects and as tick bath for dogs, etc. Contains no oil to cause burning. Water mix like milk.

PRICES

Pint Size (ample for small yard).....@ \$1.09
Quart Size (ample for med. yard).....@ \$1.79
Gallon Size (ample for large yard)....@ \$5.69



40% NICOTINE SULPHATE

The standard effective contact spray for sucking insects and even some types of chewing insects. With some pride, we can announce that our product enjoyed first place in analytical rating by the N. J. Experiment Station (Bulletin 556).

Controls Codling Moth in combination with G&O Miscible Oil Spray at the rate of 1/1500 of the former to 1% of the latter.

Excellent for painting chicken roosts and delousing poultry flocks.

Also a good dosage for Red Spider and Crawling young scale.

Dilution: 1 1/4 teaspoonfuls to a gallon of water.

PRICES

One Ounce Bottle@ \$.49
Five Ounce Bottle@ \$1.29



LIME SULPHUR SOLUTION

ALWAYS AN OLD-TIME
FAVORITE

As a concentrated product from us, you dilute one part to 7 parts of water as a dormant Jan.—Mar. application, and 1 part to 49 parts for the Summer Spray. Wonderful for control of Hard Insects, Leaf Blister Mite, San Jose Scale and Peach Leaf Curl. Follow directions on package. Also for Apple Scab, Sooty Blotch and Fly Specks.

Quart @ \$.98 Gal. Can @ \$2.19
5 Gal. Drum @ \$9.79



SULPHUR DUSTING

A superfine dusting sulphur of practically micron sized particles of the sulphur. This particular and costly type of grinding gets the sulphur right into the plant pores for the control of Mildew, Black Spot and other fungous growth encountered in the cultivation of Flowers, Garden Crops, Shrubs and Evergreens. Rose growers get prize results by using Sulphur in dust form which is so easy to apply.

DUSTING SULPHUR is also often used at the broadcast rate of one pound to 400 sq. ft. of soil area to correct an excess of alkalinity in the soil. An excess of alkaline can be as bad, in soil, as an excess of acid.

1 Pound@ \$.59 ea.
5 Pounds@ \$1.39 ea.



WETTABLE SULPHUR

An extremely fine grind of Sulphur mixed with a wetting agent to insure the best spraying results when mixed with water. Can be used in combination with Arsenate of Lead, Bordeaux Extracts, Rotenone, Pyrethrum, Plant Spray (Page 17).

WETTABLE SULPHUR is used at the rate of one level tablespoonful to a quart of water for control of Scab, Brown Rot, and Curculio. Especially good for killing Red Spider on Evergreens. Powdery Mildew on Chrysanthemums, Rust on Roses, Peas, Beans, and Shrubs.

Add 2 tablespoonsfuls of Wettable Sulphur to a gallon of diluted PLANT SPRAY (Page 17). Stir up, fill sprayer. Bugs and Fungi are destroyed in ONE DOSE. So easy and so inexpensive.

1 Pound@ \$.59 ea.
5 Pounds@ \$1.39 ea.

PURE RAW BONE

The difference between STEAMED BONE and RAW BONE is that the former is boiled or steamed under pressure which dissolves out the glue, gelatine, etc., and leaves behind the Calcium Phosphate. Raw Bone has almost twice as much available Nitrogen as Steamed Bone and lasts four times as long in the ground, feeding constantly.

In many respects, it seems curious how RAW BONE is as popular as it was 50 years ago but it is and that is why we use it by carloads. Every planted tree of 2' to 4' should have 2 cupfuls with one mixed right in the roots and the other 4" above the dirt covered roots. Does a real job in growing Lilies and Iris. Private estates like it particularly as a slow feeder on specimen plants. It can't burn unless the application is out of all proportion to common sense.

NOTE—IMPORTANT: It will be understood that we are to have the privilege of substituting STEAMED for RAW Bone if our stocks of the latter demand such substitution unless customers order states otherwise. We have purposely priced RAW the same as STEAMED to meet this possible emergency.

PRICES

10 lbs.	@ \$1.98
25 lbs.	@ \$4.19
50 lbs.	@ \$6.98

SHEEP & GUANO MANURE

Note the new branding of our old brand of SHEEP MANURE. There never has been, in our opinion Pure Sheep Manure, as such. In fact, it has always contained about 95% of straw. The collecting pens may have a mixture of Bird, Turkey, Steer and even Horse Manure on alternate days. Our analysis is in excess of many other branded Sheep Manures but why represent it as Straight Sheep when such isn't even available commercially.

Our fluffy Sheep and Guano Manure mixed one (1) part to twelve (12) parts of top soil makes a nice friable potting soil.

PRICES

2 lbs. @ \$.59	10 lbs. @ \$1.69
5 lbs. @ \$.98	25 lbs. @ \$3.59
50 lbs.	@ \$6.19

WE REALLY THINK THAT "WE ARE PRETTY GOOD"

That "Old Devil" CRABGRASS

**For use ANYTIME during growing season
BEST—SUREST and the most ECONOMICAL**



Selective

GO-CRAB

86% POTASSIUM CYANATE BASE

The big advantage of GO-CRAB is that it does kill the Crab Grass without hurting the other lawn grasses.

Crab Grass (*Digitaria Sanguinalis*) is the meanest of all lawn weeds. An annual grass that creeps and roots at every joint so that it finally "mats out" any good lawn where it isn't controlled. It keeps right on propagating by its own reseeding so that one single plant produces thousands of seeds in one season. GO-CRAB is a formulation of Potassium Cyanate, which today is the accepted control of Crab Grass. Rather easy to apply in a liquid because it is entirely soluble in water and is, for general purposes, at this time considered as being non-poisonous to humans and animals, non-volatile and, therefore, cannot affect adjacent plant life which is untreated. GO-CRAB is selectively and exclusively considered as a Crab Grass killer. It will not sterilize the soil and even has some beneficial value in soil by reacting with it and causing a release of some of the fertilizing elements.

Chemical Treatment, Where Crab-Grass Is Prolific Is the Only Practical Method of Control.

CRAB- GRASS KILLER



Extensive, convincing experimental work by the Greens Section of the U. S. Golf Ass'n has determined the basis of G&O CRABGRASS KILLER.

Formula containing Sodium Arsenite or Arsenate are too dangerous and poisonous for general use on home lawns.

SODIUM CHLORATE BASE

This KILLER is scientific and practical in its action, non-toxic to soil, does not hinder germination of grass seed, does not affect the action of fertilizers and is definite in its action on Crabgrass, Dandelions, Thistle, Plantain, Bind and Chickweed, etc.

The effect of this KILLER will be noticeable in two days after application as the vegetation begins to turn grayish. Later the plants look a sickly white, then turn brown and curl up. Its killing action on CRABGRASS is by the disintegration of the protoplasm, preventing further production of food, CRABGRASS THEN STARVES TO DEATH.

INDIVIDUAL CRABGRASS PLANTS—Examine the lawn early (May or June in average climates north of Richmond, Va.) for their first appearance and if present drop a pinch of G&O CRABGRASS KILLER right into the center growth and very lightly dust the whole plant but not the surrounding good grass.

A temporary set-back of these other lawn grasses, though slight discoloration is naturally noticeable for a few days, but within 10-14 days the good grass recovers a normal appearance, including the clover, and the Crab Grass is wiped out. Feeding and reseeding lawns is certainly recommended after the destruction of Crab Grass so that the bare spots fill in and reproduce.

**PLEASE ORDER EARLY
DIRECTIONS ON PACKAGE**

PRICES

4 oz. (treats 700-1400 sq. ft.)	@ \$1.29
16 oz. (treats 2800-5600 sq. ft.)	@ \$3.29
2 lbs. (treats 5600-11,200 sq. ft.)	@ \$5.59

THIS FORMULA IS USED IN THE SPRING MAY-JUNE-JULY (3 Time) Eradicator Treatment—

"THREE TIME TREATMENT"

(1) **EARLY MAY**—When CRABGRASS seeding plants are in the two-leaf stage broadcast two (2) lbs. of G&O CRABGRASS KILLER (just as it comes in package) evenly over 100 square feet of infested area. This can be done by hand or through a kitchen flour sifter or a regular lawn fertilizer distributor.

(2) **EARLY JUNE**—Apply four (4) lbs. of G&O CRABGRASS KILLER over the same 100 square feet.

(3) **EARLY JULY**—Repeat the same dose as recommended for early June and over the same area of earth.

Slight temporary discoloration of the lawn or turf will follow each of the foregoing applications but the permanent grass will recover and, since G&O CRABGRASS KILLER contains (and this is most important) high inorganic Nitrogen and Phosphoric Acid, this recovery will be quicker and treated areas will show marked improvement over untreated areas.

PRICES

5 lb. pkg.....@ \$1.19 (enough for 50 sq. ft. of lawn)	10 lb. pkg.....@ \$1.89 (enough for 100 sq. ft. of lawn)
25 lb. pkg.....@ \$4.29 (enough for 250 sq. ft. of lawn)	
50 lb. DRUM	@ \$7.49
	(enough for 500 sq. ft. of lawn)
100 lb. DRUM (freight).....@ \$10.89 (enough for 1,000 sq. ft. of lawn)	

BUT "WHAT THINKEST THOU" — GARDENERS?

The 26 year growing popularity of this product entitles it to full page prominence. When individual customers buy 6,600 gals. in the ONE YEAR, it must do a conspicuous WEED KILLING JOB for the least possible expense.



WEED & POISON IVY KILLER



"Name a Weed that it can't kill in half the time and at 1/3 to 1/10 of the expense

No need for the most inexperienced user to do the wrong thing or get into trouble with this simple—SAFE—time tested product. Just READ LABEL DIRECTIONS and then proceed with confidence. DON'T USE ON LAWNS or in GARDEN BEDS.

G&O TRIPLE STRENGTH WEED AND POISON IVY KILLER should be used in places of weedy infestation and no other place. Someone jokingly said "Your WEED & POISON IVY KILLER is so strong it even removed one of my fence posts." We feel that when 9 out of 10 Home Gardeners buy any Weed Killer, they have in mind killing a rank growth of POISON IVY, RAGWEED, driveway and sidewalk weeds, etc., around and in back of the property line or in those uncultivated spots where such growth gets a start. The places where the "kids of the neighborhood" gather and in three days wind up with an IVY or SUMAC rash. They want a "do it up quick" product at the lowest cost per diluted gallon (and that means less than 10c for a coverage of 40 square feet). A purchase of a so-called SELECTIVE \$4.00 to \$5.00 per quart product might be a total loss of effort and money.

Clean up a 10' x 80' Driveway, Gutter, Tennis Court or area of Poison Ivy, Sumac, Ground Oak, etc., with one (1) Gallon of this "KILLER, Inc." Please place your order very early. The real time to hit Poison Ivy is in April-May.

KILLS

- PLANTAIN
- THISTLE
- JOHNSON GRASS
- QUACK & CRABGRASS
- MORNING GLORY
- BURDOCK
- DEVIL BUSH
- SUMAC
- DANDELIONS
- MUSTARD
- CHICK WEED
- RAGWEED
- BRIARS
- NUT & WIRE GRASS
- ETC., ETC.

YOU KNOW an application of G&O Triple Action WEED & POISON IVY KILLER will "KILL 'EM ALL" or your PURCHASE PRICE IS REFUNDED.

NON-INFLAMMABLE NON-CORROSIVE
NON-STAINING

Dilute one part of G&O Weed Killer in 40 parts of water, using an ordinary sprinkling can for the application. It won't sterilize soil, and how it kills all undesirable vegetation! It works at any time during the season, following the roots right down. No root, no weed. Treat POISON IVY before it leafs out and forms a mat; and don't forget Poison Ivy is the "Sandow of Weeds." So cut dilution in half. A quick, simple method for a treatment of POISON IVY is to put one pint of G&O MAGIC SPEED WEED KILLER in a sprinkling can and then add 10 quarts of water. Stir up and saturate 100 square feet of infested earth area after raking out the dead leaves so that solution penetrates the damp earth. Do this early—the sooner the better!

PUBLIC SERVICE, OIL COMPANIES AND RAILWAY RIGHTS OF WAY, UNIVERSITIES, ETC., SPECIFY G&O. MOVES IN CARLOADS TO THOSE WHO INSIST ON FINAL RESULTS WITH ONE Dose. DOWN from the TOP and UP from the BOTTOM, THE WEED HASN'T GOT A CHANCE.

Pint Size (for 100 sq. ft.).....@ \$.69

Quart Size (for 200 sq. ft.)....@ \$1.09

Gallon Size (for 800 sq. ft.)....@ \$2.79

From Saddle River: "Enclosed is check. Kindly send a 30 gallon drum of WEED & POISON IVY KILLER to me at the above address. We are about 1/2 mile north of Lower Cross Road. We have just used one gallon of this material and found that same has worked well. Therefore I am ordering the large 30 gallon size."

5-Gallon Size (for 4,000 sq. ft.) Via Express.....@ \$11.89

PRICES 30-Gallon Size (for 24,000 square feet) Via Freight.....@ \$47.89

55-Gallon Size (for 44,000 square feet) Via Freight.....@ \$82.79



There is today and has been for at least 5 years a tendency to regard almost every kind of an insecticide as just a "Ballyhooed" specialty of some kind that works wonders never known before. Every month something else is announced as still another miracle product to kill bugs. With all this "bunk" (and that's how the distributors and store dealers brand this propaganda all over the country) the makers of these

products quote such crazy, fantastic prices as to make the consumer feel it must be a "miracle" discovery worthy of the asking price and more. So a purchase of another compound added to the other fifty bottles and cans in the customer's garage or cellar and ALL supposed to do the same thing, viz. Kill Bugs, Scale and Blight that have been successfully controlled now for 50 years by standard time-tested Bug and Blight remedies.

PLANT SPRAY



One customer told us he went into a store to buy some kind of a simple product just to kill aphids and was shown 25 products under as many brand names selling from 15c to \$5.00 and everyone of them an Aphid killer. While the number of brands might be justified the disparity in price for the one objective is—crazy.

You know PLANT SPRAY after all these 26 years. It never fails. It's priced down to earth and with minor price fluctuations it is the surest, safest, most consistent "performer."

It is the nearest thing to a "panacea" any gardener can use so why spend 30c or \$3.00 for a quart of anything when 3c or 4c worth of diluted PLANT SPRAY does a perfect job instantly.

ACTIVE INGREDIENTS—

Active Pyrethrum Extract (Pyrethrins)	.0625%
Nicotine Sulphate (Expressed as Alkaloid 1.20%)	1.60 %
Cresylic Acid	1.90 %
Vegetable Oil Soap	11.20 %
Lemongrass Oil	1.00 %
INERT INGREDIENTS	84.2375%
Total	100.00 %

Again—Please note in this "College Short Course" we give analysis. You probably couldn't find mention of Product Analysis of any competitive brands in 100 catalogs selected at random. Why shouldn't YOU know WHAT YOU ARE buying BEFORE you "plank down" one penny?

**Non-Poisonous, Non-Staining
Non-Burning, Can't Clog**

A Prize Winning Research SPRAY FOR

**ROSES • DAHLIAS • AZALEAS
VEGETABLES • RHODODENDRONS
FLOWERS • SHRUBS, ETC.**

Get acquainted NOW with this "fool-proof" Spray. Believe it or not but you'll find it's kind of a privilege to get hold of a utility spray that just about does everything except possibly control plant disease which is easy enough to do by adding a little Bordeaux or the Sulphurs (dusting or wettable).

THINK OF IT

A quart of this concentrated PLANT SPRAY that makes 30-35 quarts of finished or diluted (with water) Spray figures about three (3) cents for the finished spray, ready to use and this is a final, delivered cost. Also this quart of finished spray covers a garden area of over 6000 square feet for one application or nearly 1600 square feet for four applications which is usually enough per season. For a utility spray THAT CLEANS UP JUST ABOUT ALL BUG AND SCALE TROUBLE, without burning the plant or leaving poison around to do some possible harm . . . YOU'LL HAVE A HARD JOB TO BEAT . . . PLANT SPRAY.

KNOCK "EM" DEAD

APHID	ROSE BUGS
THRIP	MEALY BUG
CATERPILLARS	CABBAGE WORMS
WORMS	TOMATO WORMS
CHAFERS	CORN BORER
	WHITE FLY
	BOXWOOD LEAF
	MINER
	JAPANESE & ASIATIC BEETLE
	MEXICAN BEAN BEETLE
	ALSO SCALE IN
	CREEPING STAGE, ETC.

FROM ENGLEWOOD, N. J.

"I have used this spray for several years and I can say frankly, without fear of contradiction, that it is the finest and most efficient spray I have ever used on rhododendron, azaleas, hemlocks, laurel, andromedas, roses, etc.—I have nothing but the finest kind of success.

I had rather an unusual experience with it the beginning of this year, when blight hit my birches. I gave them a treatment of your spray and I saved every leaf on every birch, and, instead of having a lot of brown and yellow leaves during the Summer, they were in fine shape. Therefore, I am standing by this spray."

SIZE	COVERAGE	PRICES
ONE-HALF (½) Pt.	Makes about 2 gallons of finished SPRAY, sufficient to cover garden area of about 25' by 50' for one application	\$.69
ONE (1) Pt.	Double above	\$.98
ONE (1) Qt.	4 times as much as half pint	\$1.49
*ONE (1) Gal.	16 times as much as half pint	\$4.19

(*Economy Size for Everything and for all year)

From Bellefonte, Pa.:—"Your spray works wonderfully on my roses. I am really glad to know about it. Thanks again."

NON-POISONOUS AND YET EFFECTIVE



RABBIT REPELLENT

With Safety to All, Including the Rabbits

The practice of buying 2 to 16 ounces of so-called concentrates to treat even a little "ITSY BITSY" garden is impractical and mighty expensive. To do a good job with such, you would spend more than the whole garden cost.



Rabbits have become such a pest that whole vegetable-flower gardens have been entirely eaten up by them within a few days. Consequently the demand for a liberal sized, effective economical remedy is demanded in every garden growing area.

Contents of illustrated 5 lb. bag will treat 100 to 150 individual plants with a dose that counts for something or about 200 to 250 running feet of plant row (one side). NO SUCH VALUE EVER OFFERED BEFORE. Full directions for use on package.

PRICES

1 lb.....@ \$.69 5 lbs.....@ \$1.98

TERMITINE VS TERMITES

TERMITINE is a gaseous liquid of Orthodichlorobenzene, 98% Cresylic Acid (not Creosote), 5% DDT. Pure Distilled Pine Oil, Carbontetrachloride, and Pentachlorophenol that is used for spraying beam terminals connecting with sills, all wood imbedded in earth, and cracked cement and also for pouring in 8" deep trenches around the house, adjacent to foundation (about a quart to 20-25 running feet). When trench is re-filled the developed gas goes nest deep, thus forming a barrier difficult for termites to pass.

Furthermore—TERMITINE is priced just about 35% lower to give all Termite victims a "break." What's more, we give you analysis on pkg. (that's so important, especially in any kind of a chemical used for Termite control).

PRICES

Gallon Can (for spot treatment)	@ \$4.69
4-1 Gal. Cans (for bungalow size)	@ \$16.89
5 Gallon Drum	@ \$19.98

DRIED BLOOD Repellents

Many gardeners like this product to keep night prowlers away and especially DEER and RABBITS. G&O do the unusual again by making it available to you. Also use as fertilizer since it has 11% Nitrogen.

ANTI-DOG SPRAY



It's priced "down to earth." Over TWICE the quantity for almost HALF the price of competition.

This fact, plus its quality, makes it probably the country's leading seller in dog repellents.

Why pay about 80c for 3 ounces of some material when you can buy 8 ounces for 69c?

Doesn't seem to make sense, does it?

PROTECT Your Lovely and Expensive Evergreens, Shrubs, Boxwood, Plants, Etc.

Keeps dogs, cats, deer, rabbits, etc., away from evergreens and ornamental trees. Non-inflammable and contains no free oil, 2 of the most desirable features of any Anti-Dog Spray. Also non-poisonous to pets or children. A valuable repellent without any objectionable features.

Also extremely effective when sprayed around ash cans or garbage pails and on vegetable barrels on display at store fronts and on corners of buildings, even on tops of running fences where cats like to walk.

PRICES

Half Pint	@ \$.69
One Pint	@ \$.94
One Quart	@ \$1.39

P.D.B. TO KILL BORERS P.D.B.

Borers go through four stages of growth, viz., the Egg, the Larvae (which is the Borer itself), the Pupa and the Adult or Moth, and there is only one generation a year.

Paradichlorobenzene (P. D. B.) is the recommended treatment. This is a white crystalline substance having an ether-like odor and vaporizing quickly in Summer temperatures. It produces fumes heavier than air which rapidly permeate the soil and the Borer tunnels in the tree.

HOW TO LOCATE BORERS IN THE TREES

While the mature Borer is about an inch long, yellowish white and with a dark reddish head with brownish hair arising from the tubicles. Hardly ever seen because they are inside of tree but can be located by the frass or gum found exuding from the trunk and branches.

PRICE 1½ lb. pkg.@ \$1.19

PRICES

5 lb. pkg.	@ \$1.49
10 lb. pkg.	@ \$2.59
25 lb. pkg.	@ \$5.49

Level and clean soil around tree. Make trench an inch deep and 2 inches from the trunk of the tree. Fill this with P. D. B. around at the rate of 1 oz. for an average sized tree, 1½ oz. for large tree, ¾ of an ounce for tree four to five years old and about ½ ounce for a tree up to three years old. As soon as this is done make a mound of earth in the shape of a cone with the peak of the cone around the trunk of the tree and wet earth a little on the top. Stamp earth down with back of spade. Under these conditions will take three to six weeks for P. D. B. to evaporate.

While talking about Peach Trees the same recommendation would apply to other trees.

Sometimes Borers do damage to Lilac bushes. This treatment is about the best control possible.

Enough for Many Trees and Shrubs

This is a good place to again remind you of the FREE GOODS—GIFTS, PREMIUMS OR any other thing you want to call 'EM—At any rate they cost you NOTHING. SEE PAGES 27 and 28.

YES—You Can Have One

SAFE

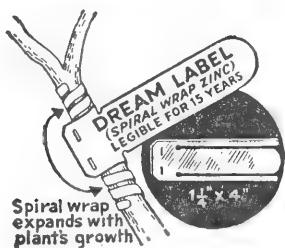
DREAM Spiral Wrap Zinc PLANT LABEL

NEAT

FREE-Upon Request

WIDEST RANGE OF USE
DURABLE • READABLE

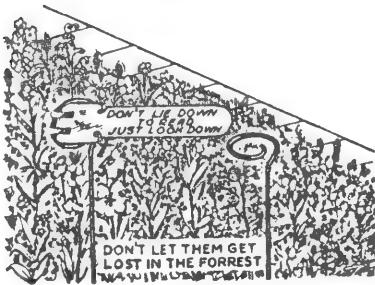
ON THE TWIG



IN THE POT



IN PERENNIAL ROW



Protection

FENCE RODS

The generous response we have received from gardeners on this item indicates that it undoubtedly fills a need. These fence rods are made of sturdy $\frac{1}{4}$ " steel, green enameled with two loops which will support wire, heavy clothes line and even rope. Eliminates the use of irregular slats, broom-handles, sticks, rags, etc.



Sold at a price everyone can afford. Mighty handy for circling trees and ornamentals to keep dogs at a safe distance. Swell for "cradling" tomatoes, peonies and other bushy plants, especially with the 48" (overall) size. Many Garden Clubs asked for this practical and popular size for Tomatoes: Use 48" size, 10" deep for a 2½'-4' plant. Dandy support.

PRICES

	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
33" (overall)	\$2.79	\$5.39	\$7.59	\$11.89	\$13.89
48" (overall)	3.39	6.49	8.98	13.98	15.98

From Virginia:—"The DREAM LABELS are the fourth kind I have tried, and are the only ones I have found completely satisfactory."

WHY NOT LABEL IN THE REAL
AND LASTING WAY?

PROCEEDING ON THE ASSUMPTION that any plant label that would entirely eliminate the hazard of girdled branches would be an improvement upon present devices, and if this were once achieved the other features could be added in due course. Thus the SPIRAL WRAP, as opposed to the customary closed loop, as the means to this end. This is the basic thought but not the only feature of the DREAM PLANT LABEL. Instead of having a tail extending from the end of the label (like Wood, Celluloid, Plastic and Paper), THE DREAM LABEL has two (2) strips (top and bottom) that are separated from the label portion by 3-inch long slots. When these strips are spirally wrapped (clockwise) around a stem, the label portion will be in FRONT of the stem and at right angles thereto, in a normal reading position.

Any label that (1) entirely eliminates the hazard of girdled branches, (2) takes and holds inscription for decades, (3) can be read at right angles to the plant, (4) always answers that quiz "what kind of Rose, Azalea, Rhodo, Dahlia, Tree or Shrub is this?" (5) is tidy and can't come off unless taken off, (6) has ingenious attachment non-girdling binders that EXPAND as the plant GROWS—seems just about the best chance Plant Life has had since the time of Adam and Eve to establish its ancestry and present identity.

EACH AND EVERY PACKAGE OF DREAM LABELS CONTAINS MORE THAN ENOUGH ETCHEANT AND WRITING APPLICATOR. THERE'S A BIT OF ROMANCE BEHIND DREAM LABELS. WRITE FOR A FREE COPY.

You can always buy the labels WITHOUT THE ETCHEANT, if you prefer and very reasonably in any number.

PRICES

- | | |
|--|---------|
| 1. "KIT SIZE" | \$.98 |
| Contains 24 Labels, 1 oz. Bottle of Etchant and Applicator | |
| 2. "50 UNIT SIZE" | \$1.59 |
| Contains 50 Labels, 1 oz. Bottle of Etchant and Applicator | |
| 3. "100 UNIT SIZE" | \$2.29 |
| Contains 100 Labels, but No Etchant or Applicator | |
| 4. "1000 NURSERY SIZE" | \$18.39 |
| With 1000 Labels, 5 oz. Bottle Etchant and Applicator | |
| 5. "1 OZ. ETCHEANT with APPLICATOR" \$.39 | |
- (a little goes a long, long way)

WICKET SHIELDS

Does a fine plant-protection job. Can be saved for many years. The pictures tell the whole story.



Neat, orderly protection around LAWNS, SHRUBS, PLANTING BED, etc. Keeps human and animal traffic away. Sturdy, Green Enameling. No scratchy prongs or square corners to hurt anyone. Sturdy $\frac{1}{4}$ -inch diameter steel. Lowest priced wicket. Twelve of these WICKETS, overlapped about 1", make a neat, practical, "Keep Off Please" Fence about 12 feet long.



PRICES

1 Doz.	2 Doz.	3 Doz.	5 Doz.	*6 Doz.
\$3.29	\$6.29	\$8.79	\$13.89	\$15.69

*NOTE—Here again is a saving of about 20%.

From Ohio:—"I am enclosing \$12.00 for 500 of your DREAM LABELS. I want them for our lilacs. This DREAM LABEL is the best I have ever seen."

AFTER 20 YEARS — DEMAND HAS AVERAGED NEARLY 100,000 MORE EACH YEAR. POPULARITY — PLUS.

As season progresses the four larger sizes, 30", 42", 66", and 78", are more popular.



PLANT METAL PROPS



Metal • Permanent • Economical

Support those Delphiniums, "Glads," Dahlias, Perennials, Annuals, Roses, etc., with a sturdy almost invisible "spine" that won't let 'em down, come wind and rain. Some gardeners buy 4 and 6 gross at a time—and stores by the thousands.

It's nice to be able to say that these Props are listed in nearly 25 million catalogues. If nothing else, that's popularity—but to you, as a buyer, it might not be convincing enough . . .

So we appeal to you this year to TRY A DOZEN or so of the sizes you need. We make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund.

Because we do every step of this work ourselves with no outside "Bites," our low prices amaze other fabricators of steel and even surprise our customers. Example: the price of the 66-inch overall size is about 28 cents. You could hardly expect to pick up an old 66-inch rusty $\frac{1}{4}$ -inch diameter rod in a junk yard for 28 cents at today's price of steel, say nothing about forming, painting, packing and about 23 cents allowance for just the present outrageous parcel post charges. make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund.

That's not the real reason for the success of this Prop. The answer is the patented simplicity of design. You don't have to fit a corkscrew to a stalk, contend with welded snap jaws, strings, twisted wire, etc.

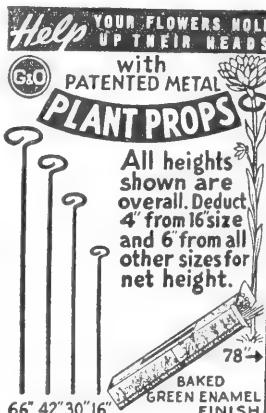
FOR 35c

Like all manufacturers, we say of our products—"They're GREAT—WONDERFUL—SUPER, ETC." and that's rather natural. It would be odd (and yet maybe a bit refreshing—what with all this "polluted hash" we hear in advertising) if we said, "They're awful, inferior quality, don't buy, etc."

But we try to prove our claims by offering specimen samples.

So here again—we offer to send you prepaid for 35c a 30" and a 42" PROP so you can see HOW THEY WORK FOR YOU.

WE LOSE \$1.50 ON THIS 35c OFFER by processing, wrapping, parcel post, factory labor, etc., but we will prove to you that our claims are O.K. or "BUST" in the attempt.



We never fear embarrassment with that guarantee because for 20 years the same trade including Park Departments and Botanical Gardens keep multiplying their demands until we now use many carloads of coiled wire to make them and we do all the work right here in Skillman: (1) Straighten and Cut; (2) Form; (3) Paint; (4) Pack; (5) Ship in carloads from our own spur.



PLANT PROPS

PAT.
2021303

THINK OF IT! . . . THEY HANDLE EVERYTHING FROM A 6-INCH TULIP TO A 7-FOOT DAHLIA

SO EASY . . .
1. "Just stick 'em in the ground.
2. Then hook in the plant stalks"
THE JOB'S DONE
in less than one minute

- 1—Being all steel, they definitely eliminate wood stakes with their unkempt rag and string ties.
- 2—They support a flower or plant better.
- 3—They are Termite and Rot Proof.
- 4—They are priced so low that no gardener can afford to be without them.
- 5—Processed stiff steel of varying thickness to suit required support, including rose and young fruit trees.
- 6—Made in lengths overall (end to end) of 16", 30", 42", 66" and 78".
- 7—They can be saved from year to year.
- 8—Make a neat, orderly looking garden.
- 9—In Garden-Green enamel.
- 10—So simply constructed and safe that a child can place them correctly in a garden.

A lot of Flower Show Blue Ribbon Dahlia winners use the 66-inch and 78-inch sizes. Some of these saved heavy-headed blooms which have measured 13 to 14 inches across.

PRICES

SIZE OVERALL—End to End	$\frac{1}{2}$ Doz.	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
16" (Tulips, etc.)	\$.....	\$.89	\$1.69	\$2.39	\$3.79	\$4.29
30" (Giant Zinnias, etc.)	1.09	1.98	3.59	4.98	7.89	8.98
42" (Delphiniums, etc.)..	1.29	2.19	4.19	5.98	9.49	10.79
66" ("Glads," etc.)	2.19	4.19	7.98	11.39	17.98	19.98
78" (Dahlia, etc.)	3.29	6.19	11.69	16.59	Apply	Apply

NOTE—That we have tried to make it advantageous for you to buy, at least, in two dozen lots since the saving averages nearly 10% over one dozen units. The saving is up to 30% on purchases of 6 dozen of the popular sizes.

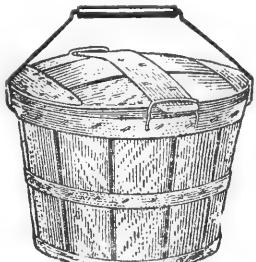
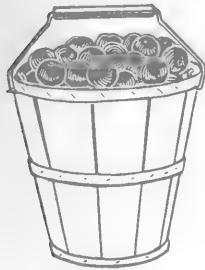
PLEASE NOTE THAT ALL SIZES ARE QUOTED ON THE OVERALL (OR END TO END, PER PATENT GRANT) LENGTH AND NOT ON THE NET LENGTH. WHILE OF MINOR DIFFERENCE FOR ACTUAL USE, THIS NEVERTHELESS SHOULD BE OBSERVED.

From Oklahoma:—"Frankly, and to our knowledge, your PLANT PROP is quite the best one ever devised for the purpose."

From Mississippi:—"My PLANT PROPS came today. I like them very much. I want 2 dozen more of the 42" size. They're wonderful!"

We blush at the mere mention of this product again, because for 3 years we have been trying to get into production on it and then didn't. (Except for 100 hand made samples) at the last minute and had to refund on all the orders and we got a pile of them.

Now then, we have ordered the jigs and tools for the job so this time you're going to get them. You wouldn't think that just the tool charges for a job like this ran around \$800.00, would you? Before we make ONE our investment will run over \$2,000.00.



INDISPENSABLE ANYWHERE

A perfect fit for $\frac{1}{2}$ bu., $\frac{5}{8}$ bu., and one (1) bushel basket.

Side arms flexible enough to snap on or off in two seconds. Green enameled.

Sturdy all-steel — lasts for years. Cuts labor and time in half.

A boon for all gardeners, pickers, and even housewives because you can now carry two baskets "in balance" instead of a heavy, back strain and suit-spoiling "bunny hug" load in one basket of earth, compost, vegetables, fertilizers, bulbs, stones, trash, and even coal if you will.

So handy for shopping. Complete satisfaction guaranteed or money refunded. Non-pinch full grip handle. Weighs about 12 ounces.

ALL STEEL
Basket Handle

TRUCKER SAYS:

"My 24 save half the time in loading my trucks."

COMBINATION WATER SPRINKLER &

POWDER DUSTER—2 IN 1

The water sprinkling sprayhead is equipped with two nozzles. (a) For a misty rainlike spray and (b) a nozzle for dusting.

Can be used in garden, household and laundry work and even for sucking water out of fish bowls, etc., also as a spray of deodorants inside of the house.

PRICE \$1.24

Postpaid

KNEE GUARDS



A—Three 39" long, 7 gauge diameter, sturdy steel legs with two looped "eyes."

B—Three 42" long and round Rattan Reeds of about 3/16" diameter. These reeds when put through the eyes of the steel legs make rings of any adjustable size from 4" to about 13" in diameter, which is ample for almost 85% of your general gardening operations BUT, just in case some of our customers require excessive diameters, each package of A.B.C. Supports contains a spare 42" reed which can be cut in half and each one of these halves taped or jointed to the other two 42" reeds with the rubber friction clamps that are also part of the package. When this joining is completed, you can increase the diameter of the ring up to almost 19".

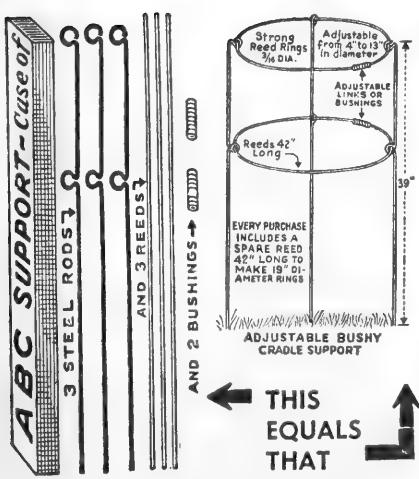
Stop Hanging Your Beautiful Bushy Plants Now and Begin Supporting Them the A.B.C. Way.

PRICES

Each—Complete as Illustrated.....\$1.09

Special Price for 6.....\$5.59

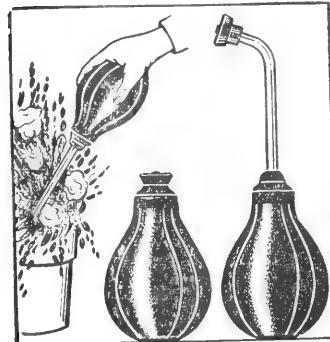
Very Special Price for One Doz.....\$9.98



From New York:—"I use G&O products to the exclusion of all others in my little garden and find the results most satisfactory."

From a Georgia Dealer:—"We expect to be ordering more from you in the future as we find that your merchandise always sells."

**YOU NEED THIS
More Than You Think**



**PRICE \$1.98
POSTPAID**



ALL prices in this BROADSIDE include PREPAID PARCEL POST or EXPRESS CHARGES to ALL POINTS, east of or on the MISSISSIPPI RIVER, EXCEPT in the case of shipments of the 100 lb. size or larger quantity of ALL kinds of FERTILIZERS which are prepaid to points within 500 miles of N. Y. City by express or by railroad. Not all destinations in this wide 500-mile radius have express facilities so railroad shipments to such points would be mandatory.

A few long distance customers who buy as much as ton lots of one or more Specialty Foods misunderstood the exact meaning of our very liberal transportation ALLOWANCE, so we hope this clarifies that point. Probably 90% of all of our shipments are laid down PREPAID right to your door. Naturally and if express charges on these 100 lbs. and over shipments to remote places are totally incompatible with rail rates, we would handle such orders via rail PROVIDED the season was not so far advanced as to make delivery via rail impractical for use at planting time.

There is a MORAL to all this and we hope you find it possible to co-operate a little with us again this year by BUYING EARLY and stating WHEN you want shipment made and approxi-

Know the answer to this one. Who Pays the Shipping Costs?

mately WHEN you expect to apply your Fertilizer. There is space on the "TEAR-OUT" BLANK ORDER FORM herein, for that very purpose.



and
also this



There are two sound reasons WHY all of our F.S.B. mail orders are handled on the basis of REMITTANCE WITH ORDER (check, Money Order, or cash)

- (1) Our accounting system provides for monthly bulk or mass entries of mail receipts which eliminates a lot of waste expense and time in our office.
- (2) C.O.D. shipments involve almost double the time in their preparation of shipping tags and postal red tape and FINALLY when these C.O.D. shipments reach the customer an extra postal charge is exacted for collection and the buyer doesn't like it; and we can't control postal rules.

Many of our prices herein are considerably less (in spite of increases of material, parcel post and transportation charges since June 1953) than they were in 1953.

Crease on This Line. Tear Out This Page Section and Mail with Order. See Page 29.

GIFTS -- NAMES

As stated on page 27, make up your order on the order forms found on pages 29 and 30 and fill in below the names of 5 neighbors known to you as serious minded garden folk, whether they garden "big or small." This and your remittance for the amount of what you buy is ALL that is necessary to GET YOUR GIFT, as explained on page 27. PLEASE PRINT, DON'T WRITE.

(1) NAME

ADDRESS

TOWN STATE

(2) NAME

ADDRESS

TOWN STATE

(3) NAME

ADDRESS

TOWN STATE

(4) NAME

ADDRESS

TOWN STATE

(5) NAME

ADDRESS

TOWN STATE

From Vermont:-"Your company has been referred to me as the best sources of garden supplies in the country"

Catalog lay-outs are one thing but trying to stick strictly to CLASSIFICATION listings with respect to lay-outs is another and "tricky" thing. So please overlook any errors in this direction and attribute it to "available space" troubles.

GYPSUM

For Improving Soil Conditions

SOIL CONDITIONING FOR LITTLE EXPENSE

For the last 4 years we have been "Fed up" with propaganda on fancy named SOIL CONDITIONERS so costly for any kind of one or two year application that even a very wealthy gardener could hardly afford them.

All gardeners know what Gypsum or Land Plaster is and how it has been improving and conditioning American soil for nearly 200 years.

- (1) IT clears up water puddle spots in most cases by opening hard crusted surface drainage to a depth up to 10". We all have a condition in our gardens and lawn at some time akin to this.
- (2) It works better when spaded or spiked into soil.
- (3) Can be applied by hand or any kind of garden spreader.
- (4) It stimulates microbial decomposition in soil which increases formation of organics.
- (5) A good standard broadcast application is at rate of 2 tons per acre or say one pound to 10 sq. ft. or 100 lbs. to 1,000 sq. ft. or a garden of 25' x 40'. Apply in early spring and also in late summer when soil is dried out.
- (6) Apply Gypsum continuously for 3 years and see real soil improvement.

For the benefit of those who cannot get smaller sized packages of Gypsum locally to treat only 250-500 sq. ft. of hard crusted and poor soil, we have undertaken the packaging of 2 popular sizes and more as an accommodation to meet your demand for what we think is THE REAL AND NATURE'S OWN SOIL CONDITIONER and at maybe 1/20th to 1/50th of the cost.

PRICES—50 lbs. @ \$3.39

25 lbs. @ \$1.98

NOTE—IMPORTANT: Since present Parcel Post rates are so outrageously high (example—\$5.03 on only 52 lbs. to the 5th zone) and considering the value of the Gypsum itself is much less than $\frac{1}{3}$ of such charges OUR PRICES ARE PRE-PAID TO THE 2nd Zone limit of 250 miles from N.Y.C. or PHILA. (as far as Pittsburgh, Washington, D. C., Buffalo and Boston—a big coverage indeed for any low priced item).

FIRST COMES SPRING CLEAN-UP IN MARCH-APRIL WITH THE BEST DORMANT MISCELLANEOUS OIL SPRAY

For Dormant and delayed spraying to control San Jose Scale, European Red Mite, Cottony Peach Scale, Green Apple or Grain Aphis, Red Bug, Rosy Apple Aphis, etc. Oystershell and Terrapin Scale, Pear Pysila, Leaf Roller, Elm Scale, Spruce Gall, Euonymus Scale, Scurfy Scale, Cottony Maple Scale, Tent Caterpillar, Tulip Scale, Juniper Scale, etc. Dilutes about 1 to 25 parts water.

Cleans up Peach Leaf Curl, Pear Thrips, Bud Moth and Case Bearer. G&O Dormant Mischible Oil Spray makes vigorous trees, nursery stock and ornamentals. Simple to use. Practically odorless. Mixes with hard or soft water. Leaves no stain on foliage. Non-poisonous.

Free flowing of most desirable viscosity. None better at any price. Steady trade every year supplied on Government bids in quantity for large operations.

PRICES

One Pint	@ \$.69	One Quart	@ \$.98
One Gallon	@ \$2.39	5 Gal. Drum	@ \$9.98

From Akron, Ohio:—"Have used your ROSE FOOD (Page 4) with better results over other fertilizers and recommend it to all rosarians. I am consultant Rosarian of the American Rose Society."

The Cleverest and Most Practical Irrigator Appliance You Ever Saw Or Used.

"SYPHON SUSIE"

IRRIGATOR

IF you want THE BEST applicator for the watering of plants, YOU'LL LOVE "SYPHON SUSIE" and we say that with a full MONEY BACK GUARANTEE and without reservation of any kind.

Our mythically nick-named "Susie" is a successful indoor and outdoor horticulturist of far better than average plant growing ability and in fact we think she is a green thumb expert having nearly 5 times as many indoor potted plants as you would expect to find in an average house.

Picture the work of removing a dozen potted plants from a window table, setting them on the floor, then watering them with a sprinkler of bulb-squeeze or spray nozzle type with the water running off the foliage instead of on the soil and all over the table or floor and then again replacing those pots, a tiresome, needless and real sloppy job.

NO MORE OF THAT

This SYPHON SUSIE with its 3½ pint capacity container and with two (2) feet of hose makes it possible to reach your plants at least a foot beyond arm stretch and thus eliminates the necessity of moving a single plant or spilling a drop of water on any surface. The flow of water can be directed right on the soil.

AND HOW IS THIS DONE? It is a syphon discharge. When you raise the hand holding the container of water ABOVE the level of the other hand holding the soft, pliable rubber hose, THE FLOW BEGINS.

The second the CONTAINER is lowered below the LEVEL OF THE HOSE—THE FLOW of WATER STOPS just as if you turned a faucet off that had a good tight washer fitting. Not a drop follows.

SYPHON SUSIE is a beautifully attractive lithographed and decorated HOUSEHOLD NECESSITY that certainly does not have to be hidden away after use. Can be left in full view amongst your potted plants and even when filled with water, provided the end of the hose is placed inside of the container. Never a leak and still always ready for immediate use.

ARTISTIC IN THE EXTREME. AN ORIGINAL NOVEL PRODUCTION of G&O.

Specifications—4½" dia. x 7½" height. Capacity over 3½ pts. All edges curled for double safety. Container seams compound lined. Wide handle for comfortable use. A bottom brass spout of 3/16" dia. and ¾" long for hose attachment. Both inside and outside lithographed and varnished to prevent rusting.

Show SYPHON SUSIE at your garden club meetings and you will take orders from every member wanting the best in potted plant irrigation practice.

SIMPLY WONDERFUL for APPLICATION OF WATER SOLUBLE PLANT FOODS where spillage by present day applicators on table tops, rugs, etc. can do costly chemical damage (all such chemicals are powerfully concentrated). **PRICE — \$1.85**



Certainly some will think that ALL of this might be a little exaggerated but when our Iowa supplier says (because of Blue Grass shortage) "Count us out on 1954 supplies of your Seed Formulas, the best any market affords."

LAWN SEED

Where else Could Such

Formulas be Bought?

Skillman → SUN

Kentucky Blue Grass	35.00%	Germination	80%
Red Top	14.25%	"	90%
Colonial Bent	9.80%	"	90%
Chewing Fescue	16.33%	"	90%
Perennial Rye Grass	14.70%	"	90%
White Clover	4.90%	"	90%
Inert	3.67%	Crop	0.95%
		Weeds	0.40%

Skillman → SHADE

Kentucky Blue Grass	16.50%	Germination	80%
Highland Bent Grass	9.89%	"	90%
Creeping Red Fescue	30.40%	"	90%
Poa Trivialis	18.00%	"	90%
Red Top	19.00%	"	90%
Inert	4.40%	Crop	1.50%
		Weeds	0.40%

(Well over 2,550,000 seeds per lb.)

Application: Not less than one-half ($\frac{1}{2}$) pound per 100 square feet of lawn area BUT frankly that is a very thin sowing. We like one (1) pound per 100 square feet but not less than $\frac{3}{4}$ ths of a pound.

POSTPAID (BOTH FORMULAS)	1 lb.	5 lbs.
PRICES	\$1.98	\$9.29

IF IT'S THE BEST LAWN WANTED YOU SHOULD READ THIS.

Can you recall what we said in our last year's F.S.B.?

It was to the effect that UNLESS we could market the very FINEST and PUREST TEST of formulas, REGARDLESS OF PRICE—WE WANTED NO PART OF THE LAWN SEED BUSINESS.

We OPENLY printed our formulas and herewith PRINT THEM AGAIN. There is no need for ten (10) different formulas at 10 different prices and all supposed to fill the SAME need—to get a GOOD lawn or to get "Just a lawn." There's a big difference.

To us the Lawn Seed business has always seemed to be a "loose" kind of business or one that closely bordered on the "fake" simply because PRICE predominated as to whether the seed was the best, only fair or awfully poor.

Regardless of price it's been a case of a picture of a marvelous lawn either with seed at \$2.00 per lb. or 60¢ per lb. Getting "fouled up" when buying grass seed is putting it mildly. The greatest outdoor expense (5 to 1) around a house, year after year is in the creation of a choice lawn. When you look at a house with a plot of ground around it the FIRST THING SEEN—is THE LAWN.

You can't get THE BEST lawn unless THE BEST SEED MONEY CAN BUY—is used. That's not always true of other seeds and plants BUT IT IS TRUE of GRASS SEED in relation to a permanent beautiful lawn.

Over 40 years experience in producing and selling garden supplies dictated a grass seed policy that we adopted which will not be violated if we never sell a pound of seed.

(1) We consulted the experts and decided on the HIGHEST TEST SEED FORMULAS possible to mix.

(2) We selected a well recognized grower, cleaner and mixer of seeds (and probably 97% of all seed merchants have to rely on those relatively few sources of supply, located mainly in the North and West) and then regularly check their production.

(3) Be the only seller, if necessary to PUBLISH the formulas so that YOU, the buyer, can compare such formulas with competitive branded lawn seed.

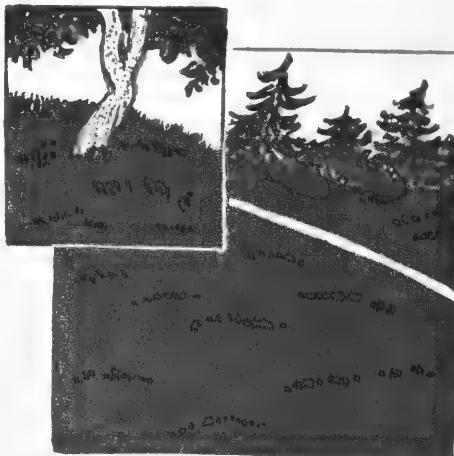
We want YOU posted on the highest grade SUN and SHADE formulas and not AFTER you buy but BEFORE you buy so you can be qualified to buy RIGHT.

Study variety percentages, purity, germination, number of seeds in a pound, weed seed present and the inert content.

Our trade did this last year and got THE BEST LAWNS they ever had and voluntarily said so. By comparison they mentioned Nationally known brands that are well known to you.

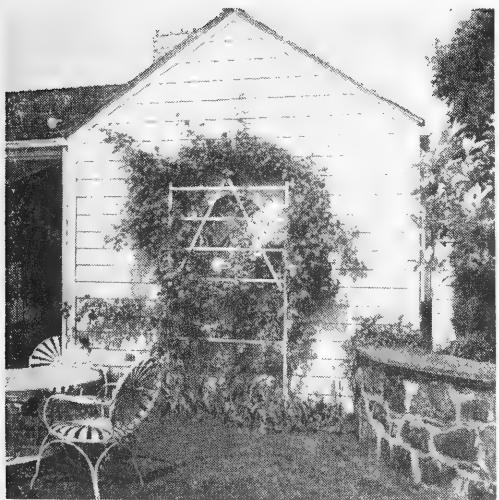
We don't expect you to rush in and buy ALL of your lawn seed from us but to get a lesson in QUALITY. Sow a section of your lawn with G&O as a check against some other brands having a 40% advertising sales cost that cannot be substituted for good seed and still pay the advertising (if the prices are nearly comparable) and judge for yourself.

After all that's the answer to every test, for anything.



"Our neighbor from Rutherford, N. J. used your Lawn Seed and I must say his new lawn is really beautiful."

From Hamden, Conn.:—"I can't see how a lawn could be better anywhere and I used only your seed."



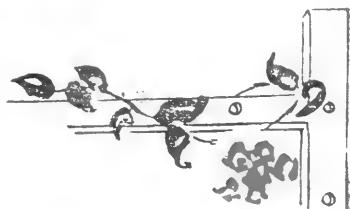
Goulard's ROSE & VINE Trellis

A glance at these actual photographs "TELL THE STORY" better than pages of printed selling talk.

4' x 8'

If you were actually compelled to shop and search the market for the BEST, STRONGEST, LONGEST LASTING and MOST ECONOMICAL, DECORATIVE and VERSATILE TRELLIS on the market, we ask in all fairness and without any selfish motive whatever WHERE or HOW could you possibly match this TRELLIS.

Certainly this is not a "LEAD QUESTION" because, we frankly do not know of any type of comparable size ADJUSTABLE TRELLIS made of any kind of material and especially steel to match just a few of the specifications applicable to this newest TRELLIS.



(1) This 11 piece complete set is made of hot rolled, high carbon and cold formed steel with a thickness of $3/16"$ and $1\frac{3}{4}$ " wide (over-all).

(2) These 11 pieces are identified as follows

(A) There are 4 UPRIGHT pieces each $4\frac{1}{4}$ " long. Two (2) of these UPRIGHTS that go into the ground each have 5 holes and the other two UPPER UPRIGHTS (or so-called legs) that are bolted to the bottom UPRIGHTS each have 6 holes.

(B) Then there are five (5) 4' long cross pieces (as photo shows) each with 10 holes.

(C) Finally, there are also 2 other 4' long pieces each with 6 holes pictured as the diagonal pieces, but which can be used in any other design way desired.

IMPORTANT: After our DIRECTION SHEET was printed and distributed both in our 1953 F.S.B. and also in the DIRECTIONS enclosed with our 1953 shipments there were some changes made in punching some of the eleven pieces. This resulted in CONFUSION. If you have a copy of these INCORRECT DIRECTIONS and have not, in the meantime, received a CORRECT SET OF DIRECTIONS FOR ASSEMBLY—PLEASE ADVISE AT ONCE.

It is common practice on Private Estates, in Parks, etc., to train Rose and various kinds of vines including Tender Sweet Peas on plain galvanized fencing or even chicken wire and we have all seen that WITHOUT A TRACE of "SCALDING" (from the most intense and even tropical sun rays) on the most tender of Vines. A thick coat of enamel is virtually triple insulation from the hottest sun and consequently as safe as a wood trellis. 90% of the surface is covered anyway with foliage.

24 Sets of Cadmium coated 1" Bolts, Nuts and Washers supplied with each Trellis (or a total of 72 individual pieces). CADMIUM means no rust for life of Trellis which could easily be 10 years.

Each complete Trellis is shipped knocked down, well wrapped and bound and the shipping weight is less than 20 pounds. Just like shipping eleven broom handles tied together. It's that simple.

Please note that this Trellis is sturdy enough to stand "on its own legs" out in the open lawn or garden or it can be backed against the house, garage, greenhouse, tool shed, etc.

The easy erection is to first assemble the lower half flat on the ground or on cellar or garage floor. Get this assembled half firmly implanted in the ground and levelled up.

Then assemble the UPPER half (in the flat) in same manner and finally, bolt the UPPER to the LOWER section with a 6" lap and the job is done.

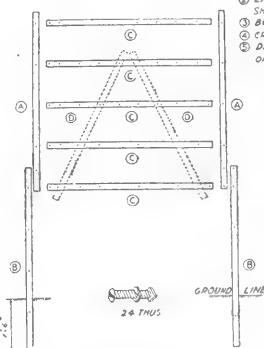
For the first time assembly, it might take an hour. After this, one-half hour.

Should your soil be a loose and porous sandy texture we suggest that you use a 4' length of inconspicuous post, broom handle, pipe or any waste support you might have and reinforce behind the "ground legs" of TRELLIS. We mention this only as a common sense operation against wind and rain. With a hard rocky soil, a handy crow-bar is a big help in making a deep ground hole.



INSTRUCTIONS

- ① PIECES CAN BE READILY IDENTIFIED BY NUMBER AND LOCATION OF HOLES
- ② LAYOUT ON ANY FLAT SURFACE, OPEN SIDE DOWN, AS SHOWN IN DIAGRAM AT LEFT
- ③ BOLT PIECES A & B TOGETHER TO FORM UPRIGHTS
- ④ CROSS-Pieces C & D ARE BOLTED TO UPRIGHTS
- ⑤ DIAGONALS MAY BE BOLTED IN A VARIETY OF PATTERNS OR USED AS ADDITIONAL CROSS MEMBERS



VARIATIONS IN ASSEMBLY

CONTENTS

2 PCS UPRIGHT A	6 HOLES
2 PCS UPRIGHT B	5 HOLES
3 PCS CROSSBAR C	10 HOLES
2 PCS DIAGONAL D	6 HOLES

As illustrated these 4' wide by 8' high Trellises can be extended in any number of sections. Example: 2 of GOULARD'S Rose and Vine Trellises joined (side by side) would measure 8' wide by 8' high and so on. How novel and thoroughly practical—N'EST-CE PAS?

PREPAID PRICE

Complete 11 piece Trellis
with 24 sets of Cadmium
coated Bolts, Nuts and
Washers.

for only

\$12.95

Please order
early in Season

From Michigan:—"I am enclosing a check for two more TRELLISES. The one that we received and assembled pleases us very much."

From Mississippi:—"I wish you would get the above TRELLIS down to me at the earliest possible moment. The wind tore out my wood trellis. I have already purchased three of your trellises."

**DON'T OVERLOOK THIS PRODUCT
COUNTRY GARDENERS NEED IT!**

SEPTO

FOR
SEPTIC TANKS - CHEMICAL TOILETS
with no damage to needed bacteria

May seem a little odd to list a product somewhat unrelated to general garden products but contrarywise it is not so much unrelated, after all, since most of our suburbs are without municipal sewage facilities and still must rely on cesspools. Other areas still must use indoor chemical toilets and even the old outdoor toilet.

The response, in orders has been encouraging enough to add to its further description herein. There is a big need for it and can save big plumbing bills.

SEPTIC TANKS

About every ten (10) days use two (2) heaping tablespoonsful of SEPTO (like coarse granulated sugar-green) in each flush bowl. Let it dissolve and then flush the toilet. This mild periodic preventive treatment eliminates the chances of accumulated stoppages with a consequent heavy treatment of SEPTO to possibly injure required bacteria.

CHEMICAL TOILETS

Dissolve a fourth ($\frac{1}{4}$ th) of a 10 lb. container (or 2½ lbs.) of SEPTO in one gallon of water (using an old pail for this). Stir until SEPTO is all dissolved. Then pour this solution into tank of toilet and add a gallon of clean water. When tank is $\frac{1}{2}$ th full, empty or flush it and clean out with fresh water.

We have found that the most economical size for making, packing and selling SEPTO is in the 10 lb. metal container, since it is used almost weekly and often daily so why order small pound cans at double the cost and high shipping charges. In fact our long distance customers always buy a case of 4-10 lb. pkgs. to be ready for any emergency. Be sanitary, keep a stock of SEPTO on hand and especially around camps.

SEPTO is probably 25-50% less in cost than many other products used for the same purpose and is much more concentrated and powerful in dessication effects. Free of Chloride of Lime. Full directions on the package.

Prepaid prices per page 22

5 lb. can	@ \$2.29 each
10 lb. can	@ \$3.59 each
4-10 lb. cans (a case)	@ \$12.49 per case

Moth Deodorant Crystals

(Perfumed)

100% Paradichlorobenzene with a dainty mild Rose-Lilac odor. Fine for sprinkling over floors and in closets, not only to kill moths but as a faint deodorant against Tobacco, Dog, Cat, Bathroom and Kitchen smells. Our crystals last a lot longer because they are bigger and nothing like the usual sizes found in stores.

PRICES

1½ lb. Package	@ \$1.29
----------------------	----------



RID-O-SPOT

truly magical fabric cleaner



RID-O-SPOT removes spots, chewing gum, tar, grease, grime, soot, and oil without injuring most heavy or fine fabrics. We really believe and will GUARANTEE that you will like RID-O-SPOT better than any type of cleaner you have ever used. It takes care of all of the heavy and fine fabrics and you will just love it for the way it cleans gloves, automobile upholstery, drapes, carpets, rugs, and upholstery. You can easily determine how much safer RID-O-SPOT is to use than many cleaners by dipping the end of a twisted piece of paper into RID-O-SPOT and then trying to ignite the wet end with a lighted match. Buy the gallon "family" size for immersing dresses, curtains, gloves, etc.

PRICES

½ Pint	@ \$.69	Quart	@ \$1.59
Pint	@ \$.98	Gallon	@ \$4.59

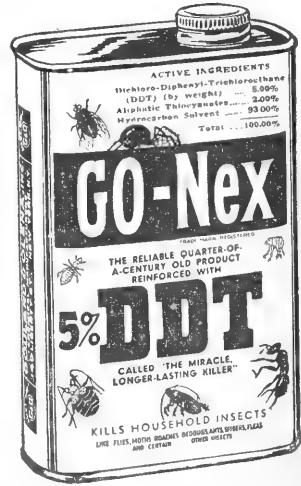
GO-NEX 5% D.D.T.

Flies — Mosquitoes

Gnats — Wasps

Also for Clothes Moths and Certain Other Moths, Carpet Beetles, Roaches, Water Bugs, Silver Fish, Ants, Spiders, "1000" Leggers, Bed Bugs, Fleas infesting premises.

Spray GO-NEX liberally (but not sufficient to run on walls and ceiling of rooms) so that flies come in direct contact with spray. Wipe surfaces with a clean dry rag to remove dust before spraying, otherwise spotting may occur. For better results close doors and windows during spraying operation. The residue from one thorough application remains effective for two months. Treat window and door screens liberally, using a brush or mop dipped in the spray once a month or more often if exposed to rain. Flies and mosquitoes alighting on them will be killed. Garbage pails and stagnant water should be sprayed repeatedly.



PRICES

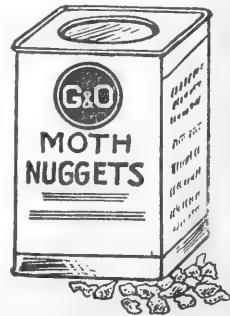
Pint	@ \$.79	Quart	@ \$1.09
Gallon	@ \$2.98		

MOTH DEODORANT NUGGETS

These are unperfumed 100% Paradichlorobenzene about the size of a large raisin or hazel nut which means very slow and effective evaporation. Packed in re-sealable canisters. Put away your furs, suits, sweaters, dresses, etc., with assurance of no moth damage. Once used, always demanded.

PRICES

1½ lbs.	@ \$1.19
5 lbs.	@ \$2.79



From New Jersey:—"Your cleaner RID-O-SPOT is the only cleaner I have ever used that I wholeheartedly approve of in every way. I have tried _____, and _____, and even the chain food markets but have not been able to find RID-O-SPOT."

From Illinois:—"Where can I buy this cleaner in Chicago or will you ship me a gallon and at what price? It really is the best cleaner I have ever used and leaves no ring."

And Now for the F.S.B. GIFT OFFERS For the Year of

1
9
5
4

FIRST and MOST IMPORTANT to remember in connection with these GIFT OFFERS (and that truly means no extra charge) is THE ONE EXCEPTION that the purchase of PRIZEGRO (page 5) DOES NOT PARTICIPATE IN OR QUALIFY FOR ANY GIFT because the offer of the BONE MEAL is IN REALITY THE GIFT ITSELF and is the OUTSTANDING so-called GIFT of this F.S.B.

HOW OUR GIFT OFFER WORKS

All we ask in exchange for THE GIFT is to send us the names of FIVE (5) NEIGHBOR GARDENERS. Please turn to page 22. Fill in the 5 names, tear out that part of the page and attach to your order. We are trying to build our mailing list with the names of real (big or small) gardeners.

OUR "GIFT OFFERS" are rather an expensive method of this accomplishment, but we simply want YOUR gardening friends to have the same G&O advantages that we are offering you.

No need to repeat that the offer of these GIFTS is GENUINE. Our patrons do not pay ONE CENT for them beyond the purchase price of such other products as they might regularly need and would buy anyway and

from any source for their garden or home so that means that our GIFTS represent a substantial discount never expected by the customer.

Of course, trying to convince EVERYBODY of a different or unheard of example, in business, of sincerity (and you might even say honesty) is probably a waste of time. Converting those who are only happy when in a state of abject suspicion seems unworthy effort, but not with our manner of almost nationally known frank expression in advertising because we say—"if you ever have occasion to doubt us and can't clear that doubt—then both of us are unhappy and we ought to quit doing business together.

Maybe we should say here (since these F.S.B.'s go all over the country and so some G&O customers who really don't know where Skillman is) that nearly 30 years ago this company started in a Long Island City cellar of 700 sq. ft.

Today we have over 7 acres with nearly all R.R. frontage and a 7 car spur track into six buildings with nearly 60,000 sq. ft., all modernly equipped. The start and the present—under the same management.

Just a little pedigree but enough to pledge—BUSINESS ON THE HIGHEST LEVEL. Our guarantee on back of last page is enough—COUTE QUE COUTE.

GIFT No. ONE

For your purchase of one or any number of assorted products amounting to from (\$5.00 to \$10.00 (our average F.S.B. mail order is almost \$10.00) our GIFTS to you are

- (A) Our standard 5 oz. package of WUND-O-BEST PLANT FOOD (making 8 gallons) selling for 45c and shown on page 12.
- (B) Also a copy of the 1954 ANNUAL HOME GARDEN GUIDE selling for 50c on newsstands. About 100 pages to guide any gardener.

GIFT No. TWO

For your purchase amounting to from \$10.00 to \$20.00 our GIFTS to you are

- (A) A pair of those nationally advertised GREEN THUMB gardening gloves shown on page 28 (state size and whether for lady or gentleman).
- (B) ALSO a PINT of RID-O-SPOT shown on page 26 (and believe us—you'll like it).

GIFT No. THREE

For your purchase amounting to from \$20.00 to \$35.00, our GIFTS to you are

- (A) The combination SPRINKLER and DUSTER. See page 21.
- (B) ALSO the 45c package of WUND-O-BEST as shown on page 12 and as a companion to (A)
- (C) ALSO the 50c copy of HOME GARDEN GUIDE. See page 28.

THIS SURELY IS A GENEROUS ARRAY OF GIFTS—You must admit.

GIFT No. FOUR

For your purchase amounting to from \$35.00 to \$50.00 our GIFTS to you are

- (A) A copy of "BUCKS COOKS" and so that you won't be troubled too much in turning to other pages to learn about probably the most FAMOUS of all cook books because of the national personalities involved, we are briefly describing it on this same page. We wager one thing—you'll preserve your copy for life.
- (B) The combination SPRINKLER and DUSTER. See page 21.
- (C) ALSO the 50c copy of HOME GARDEN GUIDE. See page 28.

GIFT No. FIVE

For your purchase amounting to from \$50.00 up to \$75.00, our GIFTS to you are

- (A) Again that "Collector's item"—BUCKS COOKS.
- (B) ONE (1) PAIR of GREEN THUMB GLOVES (state size). See page 28.
- (C) A POUND OF GRASS SEED. See page 24. (State whether SUN or SHADE).
- (D) ALSO a copy of the 1954 ANNUAL HOME GARDEN GUIDE. See page 28.

GRAND SLAM No. SIX

Here's where we go "overboard" with GIFTS based on your purchases between \$75.00 and \$100.00 or over (believe it or not we get mail orders for over \$350.00).

- (A) BUCKS COOKS (cook book described below).
- (B) The combination SPRINKLER and DUSTER. See page 21.
- (C) A pair of KNEE GUARDS. See page 21.
- (D) ONE (1) PAIR of GREEN THUMB GLOVES. See page 28.
- (E) A FIVE pound pkg. of HOPEWELL VALLEY GOOD EARTH. See page 7.

COOK BOOKS! HOW

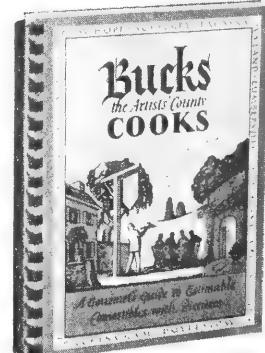
We live in the Princeton, Delaware River and New Hope, Bucks County area—as interesting and historically American as any section of the U.S.A., settled by "English Quakers" and "Pennsylvania Dutch."

Our GIFT "selection" committee ran into this 228 page, 386 recipes book entitled BUCKS (the artists' county) COOKS with its facsimile of hand lettered type, 30 drawings by 20 famous artists, now in its 3rd large printing. In addition to hundreds of local and cosmopolitan favorites, here are Pearl Buck's Chinese recipe for "Sweet-Sour Fish," Mrs. Oscar Hammerstein's "French Dressing," George Papashvily's recipe for "Shashlik," "Know Nothing Breakfast Cake," "Idlab Rice Muffins," etc. The book store price is \$2.95.

"ZANY" CAN AN F. S. B. GET?

It's more than a cook book and more than an art collection and when the book is out of print, it could, with the copies of signatures of all of these nationally known personalities, well prove to be a costly collector's item and you'll agree if you are lucky enough to win a copy. They call it a guide to "Estimable Comestibles" but it is more. Attractive enough for a living room table and yet tough enough to take an every-day licking in the kitchen.

You'll say, after getting a copy, that G&O are as "unusual" in GIFTS as they are in their merchandise. It was selected by the jurors of the Philadelphia Book Show for its excellence in graphic art so who are we to pass it by.



From Basil, Ohio:—"I have found your recent F.S.B. of such interest and know it would be of importance to members of our Garden Club. Could you pos-

sibly send me 40 more? I feel you would have response from doing so. I intend sending you an order soon."

EXTRA INFORMATION ABOUT SOME OF OUR GIFTS NOTED ON PAGE 27.

You really **LOSE** if you **MISS** this!

GREEN THUMB GLOVES

The head of our Gift Dep't is a hard working Gardener and not the "rocking chair" variety. Therefore and when this item shown in these pictures was submitted for approval, we quickly found that such approval was hardly necessary. Not because GREEN THUMB gloves were nationally advertised in the leading Garden Magazines like Better Homes & Gardens, Sunset, American Home, Popular Gardening, House Beautiful, Flower Grower, House & Garden, etc., but because almost every "Lady and Gentleman of the Garden" knew them so well they could say "It's just the finest pair of Gloves money can buy, not alone for "earthy" service but for Auto driving and general utility use inside and outside of the house."

For the women a chamois-colored fabric, vinyl-impregnated to shed dirt, etc. For the men a heavier vinyl-treated fabric of a darker shade resembling leather. Protects hands from contact with Plant Foods, Insecticides, wet and greasy materials, etc., and yet that instant "slip into and out of feeling" is unbelievably comfortable. Not like a pair of binding canvas gloves that even sell at a higher price and give a third as much rough usage.



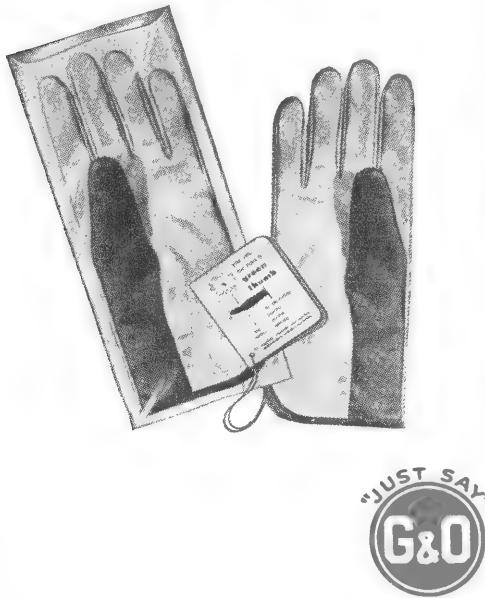
Can be washed and stored away for use in many subsequent years. Each pair comes packed in a plastic bag.

GREEN THUMB gloves actually have a green colored thumb and a chamois finish and finally tailored or styled so that it resembles a finished dress glove but with "room galore" for easy movement in tight planting spots.

At any rate when you can say "this or that article outsells all other merchandise of similar nature"—What is there left to say?

SIZES (for women) come in three sizes (1) SMALL (2) MEDIUM and (3) LARGE. Only one full size for men.

The popular size (about 65% demand) is MEDIUM, then about 20% SMALL and 15% LARGE. State whether gloves are for women or men.



THE 1954 HOME GARDEN GUIDE

This Annual 100 page GUIDE is so new with each publication that no well versed gardener can afford (for the newsstands price of 50c) to be without it. It is a very wonderful help and if it did not enjoy big circulation you probably couldn't put this information together for \$10.00 a copy and that is our honest opinion of it—not one cent of profit to us for saying so—Our same customers come back yearly and ask whether we will again offer it. You just couldn't have a better book on Gardening around the house.

From Wisconsin—"Yesterday your F.S.B. arrived and I have just finished reading your 'Little Red Schoolhouse Lesson' on PLANT FOOD. It so happens I am a comparatively large user of plant food for a 6 acre lawn. It has been costing me a great deal each season as I fertilize twice each year, and it has

USEFUL INFORMATION

To find diameter of a circle multiply circumference by .31831.

To find circumference of a circle multiply diameter by 3.1416.

To find area of a circle multiply square of diameter by .7854.

To find surface of a ball multiply square of diameter by 3.1416.

To find side of an equal square multiply diameter by .8862.

To find cubic inches in a ball multiply cube of diameter by .5236.

Doubling the diameter of a pipe increases its capacity four times.

Double riveting is from 16 to 20 per cent. stronger than single.

One cubic foot of anthracite coal weighs about 53 pounds.

One cubic foot of bituminous coal weighs from 47 to 50 pounds.

One ton of coal is equivalent to two cords of wood for steam purposes.

A gallon of water (U. S. Standard) weighs 8½ lbs. and contains 231 cubic inches.

There are nine square feet of heating surface to each square foot of grate surface.

A cubic foot of water contains 7½ gallons, 1,728 cubic inches, and weighs 62½ lbs.

Each nominal horse power of a boiler requires 30 to 35 lbs. of water per hour.

A horse power is equivalent to raising 33,000 lbs. one ft. per min., or 550 lbs. one foot per second.

A horse power—42.41 B. t. u. per minute.

1 B. t. u. (British thermal unit)—778 foot-pounds.

To find the pressure in pounds per square inch of a column of water, multiply the height of the column in feet by .434.

DON'T DESTROY THESE

Bees—Useful pollinizers and almost indispensable to a continuance of a large percentage of plant life.

Birds—Insect devouring sorts should be encouraged by placing Bird Houses in the garden.

Dragon Flies—Feed on a great variety of injurious insects.

Tree Crickets—Feed on plant dice.

Ground Beetles—In both larval and adult stages feed on such insects as go underground to pupate.

"Lady Bug" Beetles—Feed on plant lice and scale insects, both in larval and adult stages.

Wasps—Generally beneficial because predatory upon other insects which they use as food for their larvae.

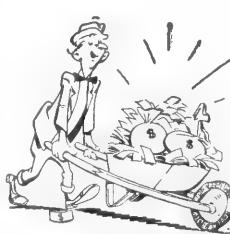
Lace-Wing Flies—Known as "Aphis Lions" in the larval stage when they feed on plant lice and many soft bodied leaf eating grubs.

Hornets—Feed almost entirely on insects.

Frogs and Toads—Feed largely on insects and slugs.

Lizards—Live on small beetles and other insects.

Garden Spiders—Feed in large flies, small moths, etc.



always made me mad to pay so much for the spreader (filler) part of the food but I had no idea there is so much of it (in a ton). I pay as much for this PLUS the extra shipping charges as for the food materials."

ORDER FORM

**GOULARD & OLENA, INC. → SKILLMAN ←
NEW JERSEY**

Date

DRY MATERIALS are Alphabetically listed & catalog page is noted in parenthesis (---), for quick reference.
Very simple order form. Just circle or check materials & sizes desired, extend amount or amounts under
"Extension". Then add total amount. Mail in enclosed self addressed envelope with remittance (please
—no stamps unless absolutely necessary).

PLEASE PRINT

Name

Street

Post Office

City

R. R. Station

State

**A—ENTER ORDER AND SHIP B—Enclosing Check or M.O. No.....
ABOUT (State When) C—Goods Needed by.....**

PRODUCT & SIZE	1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	100 Lbs.	EXTENSION
DRY MATERIALS									
ALUMINUM SULPHATE (11)	\$.49		\$ 1.19	\$ 1.98		\$ 4.29			
ANTI-BEETLE GRUB #3 (10)				2.39		5.29	9.59	15.29	
BLOOD & BONE (7)				2.39		4.59	8.29		
BONE MEAL—STEAMED (10)			1.09	1.98		4.19	6.98		
BONE MEAL—RAW (14)				1.98		4.19	6.98		
BULB FOOD (8)		.79	1.29	1.98		4.19	7.89		
COMPOSTER (7)			1.39	2.19		4.29			
COTTONSEED MEAL (10)			1.79	2.98		6.89			
CRABGRASS KILLER (15)			1.19	1.89		4.29	7.49	10.89	
DRIED BLOOD (18)			1.49	2.59		5.49			
EVERGREEN-TREE FOOD (9)			1.29	1.98		4.19	7.89	11.49	
FISH SCRAP (11)			1.49	2.39		4.98			
GO-CRAB (15)	3.29	5.59			4 oz. Size @ \$1.29				
GOOD EARTH (7)			1.09	1.79		3.29			
GOULARD'S FORMULA (6)					3.29	4.79	8.39	13.69	
GO-WEED, TURF FOOD (7)		80 lbs. @ \$10.98		2.29		4.69	8.29		
GYPSUM (23)						1.98	3.39		
HYGANIC (6)						3.98	6.59	10.98	
MOTH CRYSTALS (26)			1½ lb. pkg. @ \$1.29						
MOTH NUGGETS (26)			1½ lb. pkg. @ \$1.19 — 5lbs. @ \$2.79						
MURIATE of POTASH (11)				1.19	1.98		4.39		
NITRATE of SODA (11)				1.19	1.98		4.39		
P. D. B. — BORERS (18)		1½ lb. pkg. @ \$1.19							
PRIZEGRO (5)			1.59	2.29		4.89	6.89	11.69	
RABBIT REPELLENT (18)	.69		1.98						

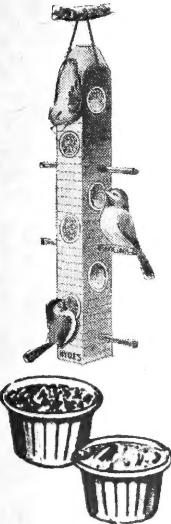
Fold or crease at this dotted line and then tear off. Use both sides.

PRODUCT & SIZE	1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	100 Lbs.	EXTENSION
DRY MATERIALS (Con't)									
RHODO-AZALEA FOOD (8)		.79	1.29	1.98		4.19	7.89	11.49	
ROSE DUST (12)	1.39		4.98	8.98					
ROSE★FOOD (4)	.59		1.29	1.98		4.19	7.89	11.49	
SEPTO (26)			2.29	3.59	4 - 10 lb. pkg. @ \$12.49				
SHEEP-GUANO MANURE (14)		.59	.98	1.69		3.59	6.19		
SULPHATE of AMMONIA (11)			1.19	1.98		4.39			
SULPHUR - DUSTING (14)	.59		1.39						
SULPHUR - WETTABLE (14)	.59		1.39						
SUPERPHOSPHATE 20% (11)			.98	1.69		3.69			
TOBACCO POWDER ★ (11)	.59		1.19	1.98		4.29	6.98		
TOMATO DUST (13)	.98		2.59	4.69					
TOMATO FOOD ★ (9)		.79	1.39	2.29		4.69	8.29	13.39	
WUND-O-BEST (12)	1.25		3.25	5.85		13.00	24.00		
LIQUID MATERIALS	1/2 Pt.	PINT	QUART	Gal.	4-1 Gals.	5 Gal.	30 Gal.	55 Gal.	
ANTI-DOG SPRAY (18)	.69	.94	1.39						
DORMANT MISC-OIL (23)		.69	.98	2.39		9.98			
GO-NEX 5% (26)		.79	1.09	2.98					
GO-NEX 25% (14)		1.09	1.79	5.69					
LIME SULPHUR Solution (14)			.98	2.19		9.79			
NICOTINE Sulphate 40% (14)		1 oz. @ \$.49	5 oz. @ \$1.29						
PLANT SPRAY ★ (17)	.69	.98	1.49	4.19					
RID-O-SPOT (26)	.69	.98	1.59	4.59					
TERMITINE (18)				4.69	16.89	19.98			
Weed-Poison Ivy Killer ★ (16)		.69	1.09	2.79		11.89	47.89	82.79	
METAL PRODUCTS	Each	For 3	1/2 Doz.	Doz.	2 Dz.	3 Dz.	5 Dz.	6 Dz.	
A. B. C. SUPPORTS (21)	1.09		5.59	9.98					
BASKET HANDLE (21)	.79	1.89							
33" FENCE RODS (19)				2.79	5.39	7.59	11.89	13.89	
48" FENCE RODS (19)				3.39	6.49	8.98	13.98	15.98	
TOMATO RODS (13)				1.79	3.39		8.98		15.98
WICKETS (19)					3.29	6.29	8.79	13.89	15.69
No. 16" @ \$ 66" @ \$									
(20) of 30" @ \$ 78" @ \$									
Doz. 42" @ \$									
..... @ \$1.85 Each									
..... @ \$12.95 Each									
1.98									
KIT @ .98 50 "UNIT" @ \$1.59, 100 "UNIT" @ \$2.29									
1 oz. ETCHANT @ \$.39 1000 NURSERY @ \$18.39									
\$1.24 ea.									
WOOD PRODUCTS									
BIRD HOUSES (31)									
JUMBO STAKES (13)			1.98	3.79	6.89	9.59			
GRASS SEED	1 Lb.	5 Lb.	10 Lb.	15 Lb.	25 Lb.	50 Lb.	100 Lb.		
SUN formula (24)	1.98	9.29	17.59	24.79	39.89	75.89	144.29		
SHADE formula (24)	1.98	9.29	17.59	24.79	39.89	75.89	144.29		
TOTAL									

You've heard it said that practically the whole history of America is tied up with bird lore. At any rate we here in G&O just can't wait until spring comes and our "Charm House" office with its shrub plantings and ten 20-year-old apple, cherry and spruce trees get "housed-up" with bird families. Maybe you don't have to be as old as we are to appreciate bird-life but you must know birds do a grand job for gardeners. Talk about a daily Exterminating "Union" on bugs, etc.—You can't beat the birds. In fact we give the birds this whole F.S.B. page on a few of the most popular bird houses and bird foods and at REAL PRICE SAVINGS to OUR G&O patrons so while it lasts we suggest that you TAKE ADVANTAGE OF IT.



COMMUNITY DINER No. 1



This is for general use anywhere for Chickadees, Woodpeckers, Nuthatchers, Song Sparrows, Rose Breasted Grosbeaks, Finches, Catbirds, Mockingbirds and other clinging and perching birds, shipped with 12 cups of feed and 24 extra refills of food included, per illustration.

Regular retail store price.....\$2.95

Price to G&O patrons
prepaid\$2.69

FILLING STATION No. 2

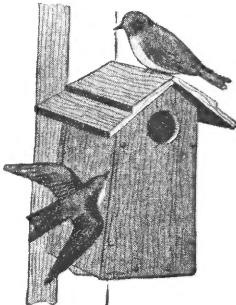


the Filling Station. Everything to make Wild Birds sing.

Regular retail store price\$4.95

Price to G&O patrons prepaid\$4.39

THE BLUEBIRD No. 3

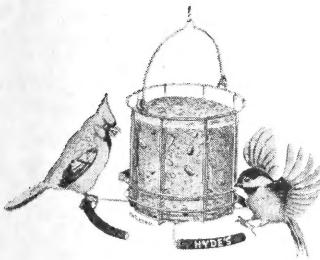


For Bluebirds, Swallows, etc.—
6" wide, 7½" deep and 11" high.

Regular retail price\$3.95

Price to G&O patrons
prepaid\$3.49

BIRD'S DINNER PAIL No. 4



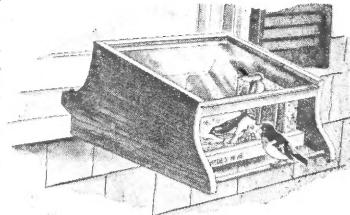
This unique aluminum wire hanging basket 4" wide and 4" deep with a handle 2½" high (or 6¾" over-all height) complete with a rich pint cylinder of suet and seed cake about 3½" wide by 3½" high answers a general demand from the birds in your whole area. Just watch the birds flock around this sumptuous repast. Even the perches are insulated for a comfortable, warmer grip.

Regular store retail price\$3.95
Price to G&O patrons prepaid\$3.49

Price of REFILLS

STORE PRICE\$1.95
G&O PRICE PREPAID\$1.79

BIRD CAFE No. 5



The glass top protects food from rain and snow. Attracts a variety of birds—Stained nice woodsy brown. Height 8", Depth 16", Length 16"—contains holders (but not with feed). You can buy and use your own food or we will supply accordingly upon your inquiry.

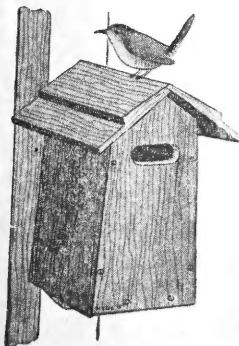
Aged and shut-ins enjoy this "CAFE."

Regular retail store price\$5.95

Price to G&O patrons prepaid \$5.29

THE WREN

No. 6

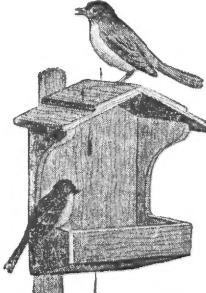


Note the elliptical hole made especially for wrens. Same measurements as for Bluebirds.

Regular price \$3.95

G&O Special
prepaid\$3.49

THE ROBIN No. 7



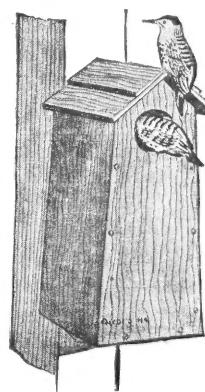
Also Phoebe, Song Sparrow or Barn Swallow, etc. They like shelter while dining—9" wide, 7½" deep and 11" high. Maple.

Regular retail store
price\$3.95

Special to G&O
patrons prepaid \$3.49

THE FLICKER

No. 8



Also the Screech Owl. They like head room. 8½" wide, 8" deep and 21" high.

Regular store price.....\$5.95

G&O special price
prepaid\$5.29

February to June is the time for attracting and feeding your feathered friends. Our stock of Houses and Feed will remain limited until demand is better established which means—ORDER EARLY TO GET THESE DISCOUNTS.

No room on our ORDER FORM for listing above so please just WRITE IN your order on that FORM AND REMIT.



GUARANTEE

We guarantee the quality of all of our products to be exactly as described herein OR MONEY REFUNDED INCLUDING YOUR EXPENDED TRANSPORTATION COST. This guarantee is made WITHOUT RESERVATION OF ANY KIND.

All G&O customers can always buy our products with this understanding whether stated or not. Such has been our policy for the protection of our patrons for over 27 years.

